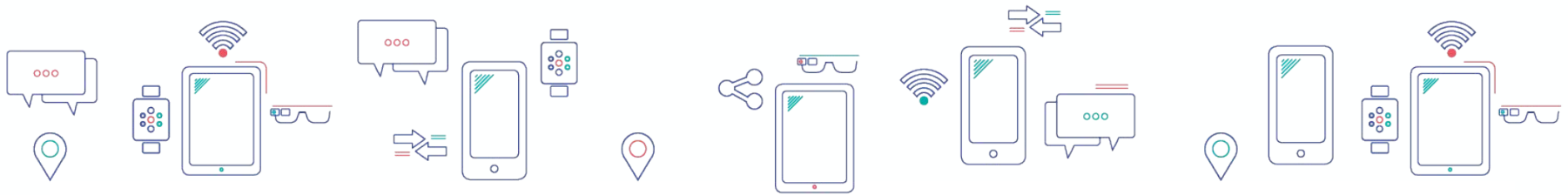
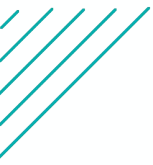
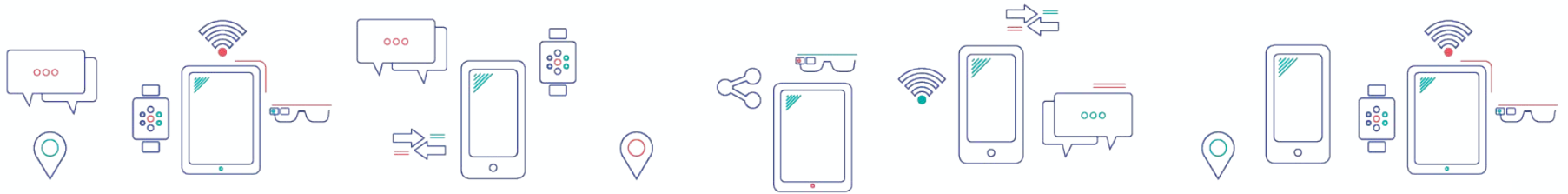


Mobile Academy 17





Welcome at Module 2



2017 - Mobile Academy Program

1.

Module 1
Mobile Wake Up

October 10
October 11

2.

Module 2
Speed & CRO
Mobile Masterclass

November 7 & 8
November 9 & 10

3.

Module 3
Mobile: Build for the future

December 5
December 6



The challenge

Google



Relevant

What would it take to make things personal at scale?



Convenient

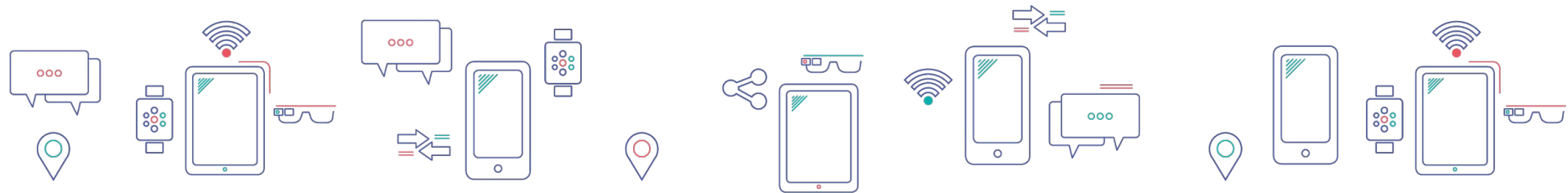
What would it take to make things friction-free?



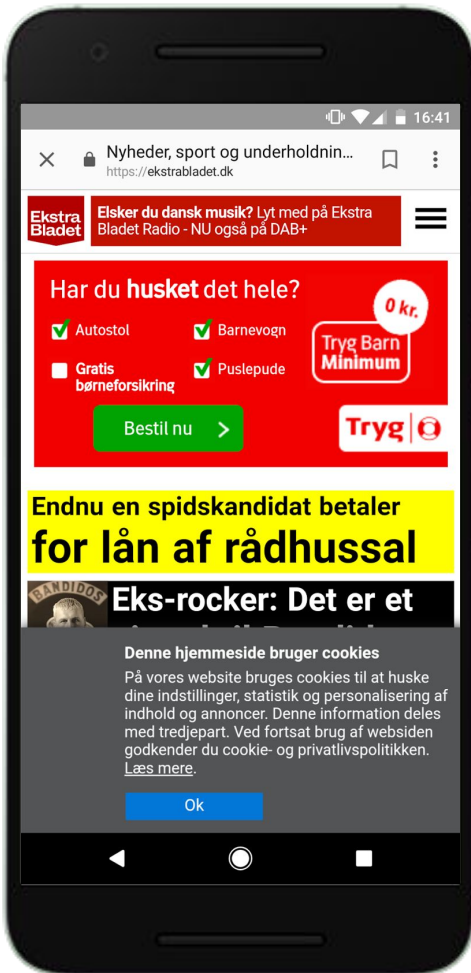
Fast

What would it take to make things instant?

Is this truly what the customer wants?

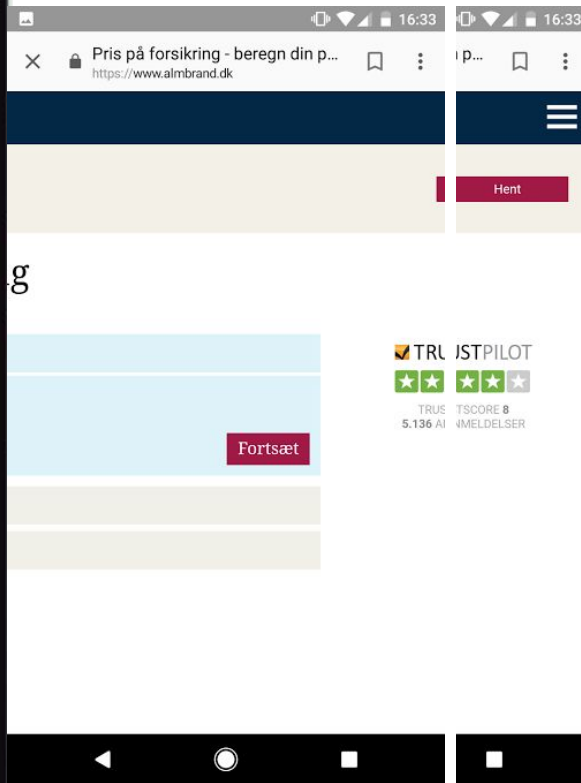




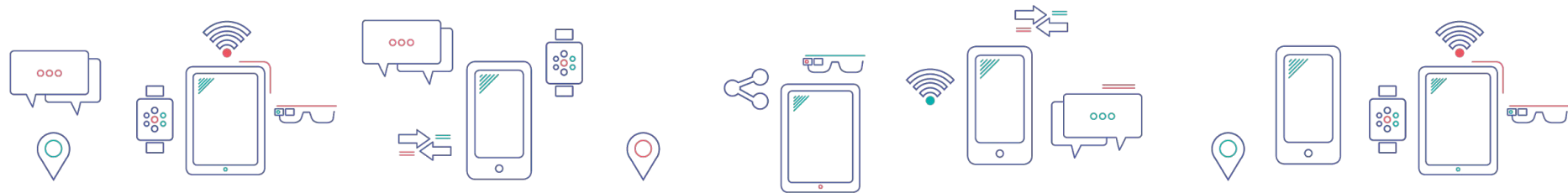




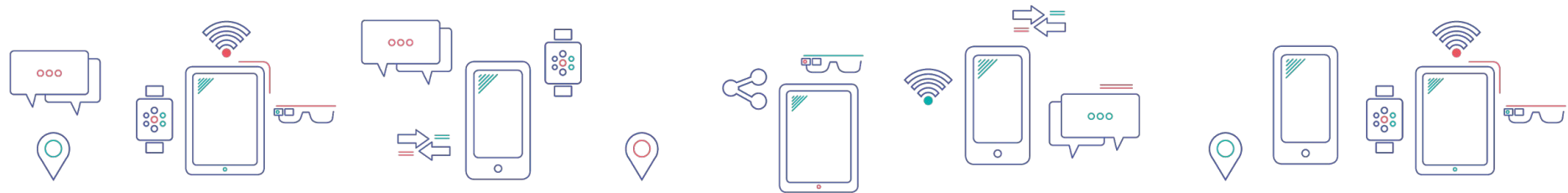




Being non-customer centric is the biggest threat to any business!

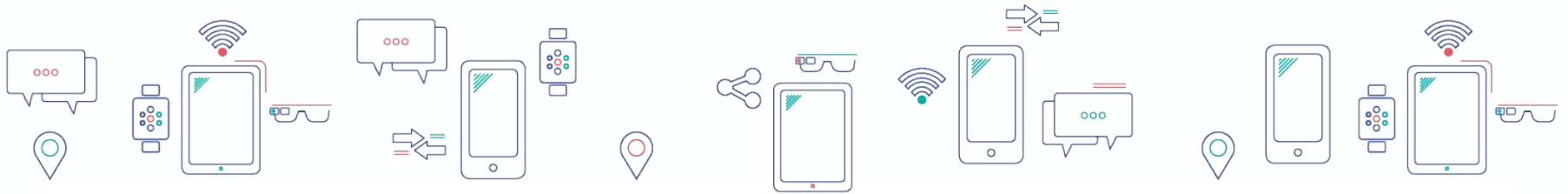


Is this truly what the customer wants?





Welcome to Module 2





Mobile Masterclass



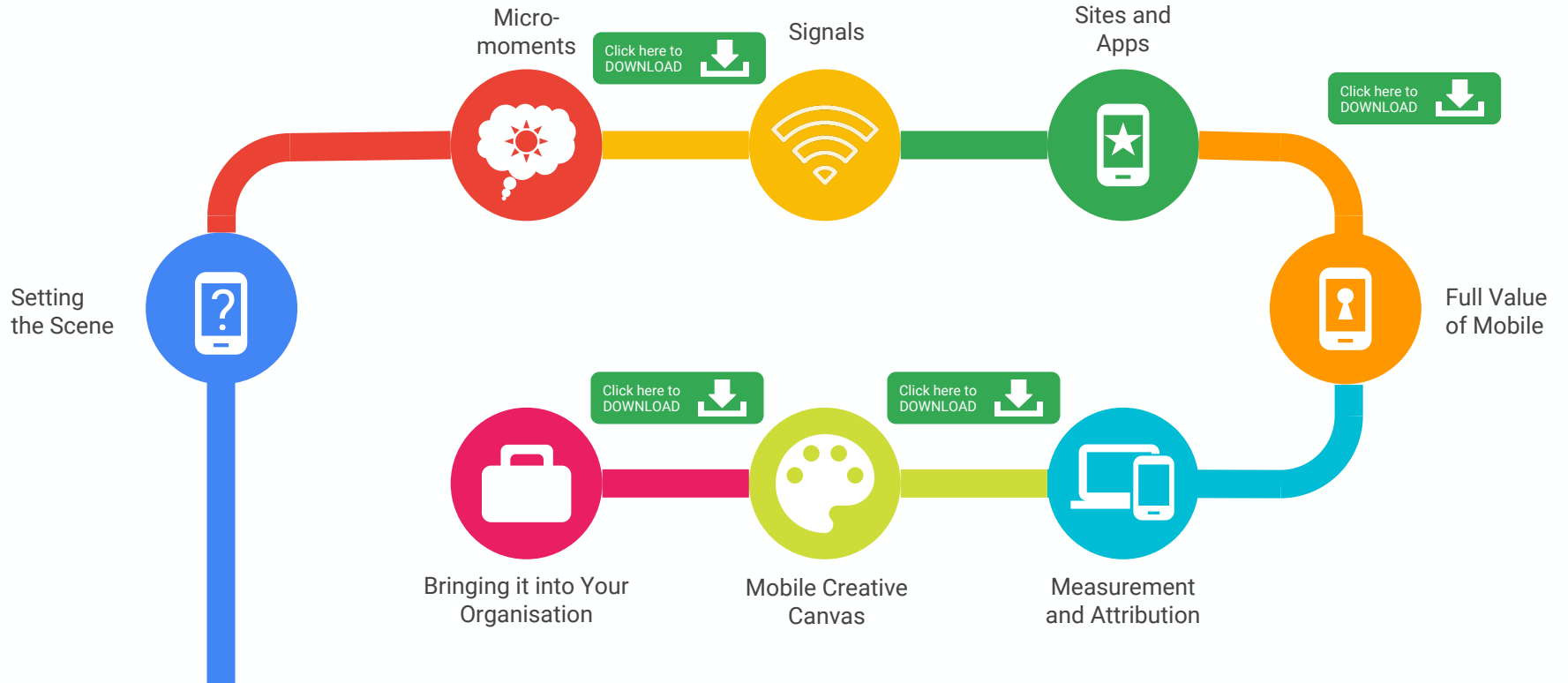
Expectations



“Guess who this is, you
sorry sonofabitch?”



Masterclass Journey



The 5-Step Process



Make a
Moments
Map



Understand
Customer
Needs and
Prioritise



Use Intent
and Context
to Deliver
the Right
Experience



Optimize
Across the
Journey



Measure
Every
Moment that
Matters





This is an
EXPERIENCE,
be present



BUILD,
don't break



THINK BIG,
be different



FAIL





Mobile Profile Activity



Your Mobile Profile

Before getting into the Mobile Masterclass, let's review where you are at today. Understanding your current mobile strategy will help us focus on solving the right problem, and also help us figure out what to improve for a better tomorrow.



AUDIENCE

Who are you targeting and what do you know about them?

(For example, working professionals in their 30s - 40s who are interested in health insurance but do not have time to get in-person consultation.)

GOALS

What are the top 3 goals you want to achieve with mobile?

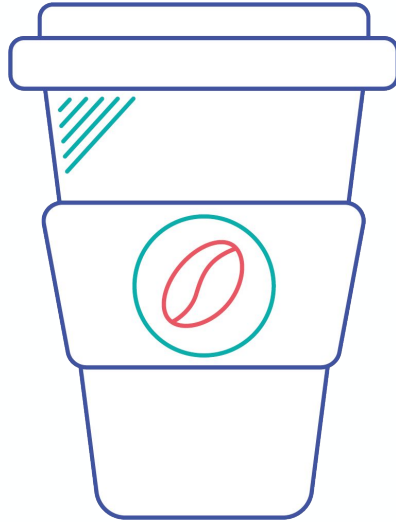
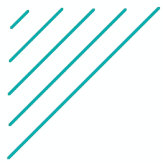
(For example, lead generation, transactions, app downloads, increase in-store traffic, etc.)

CHALLENGES

What are your top 3 challenges / barriers to implement new mobile strategy?

(For example, lack of in-house talent dedicated to mobile, lack of skill set, difficult to align with other teams, etc.)





Break



What Do We Need to Have in Our Smartphone... Already!



Micro-moments

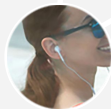




150x per day



Wake up and
read news online
6:50am



At bus stop, listen
to new music playlist
8:30am



On the bus, read articles
about Coachella
8:42am



Buy new tote to
take to Coachella
11:15am



At work, book
Coachella tickets
11:36am



Use maps to get
directions to Creole
food truck
1:13pm



Browse festival
styles on YouTube
7:15pm



On bus, check email
for sales this weekend
5:29pm



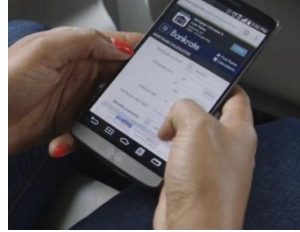
At lunch, play Scrabble
while waiting in line
1:33pm



Use flashlight app to
find dropped earring
11:09pm



Our Biggest Opportunity is in the Smallest Moments...



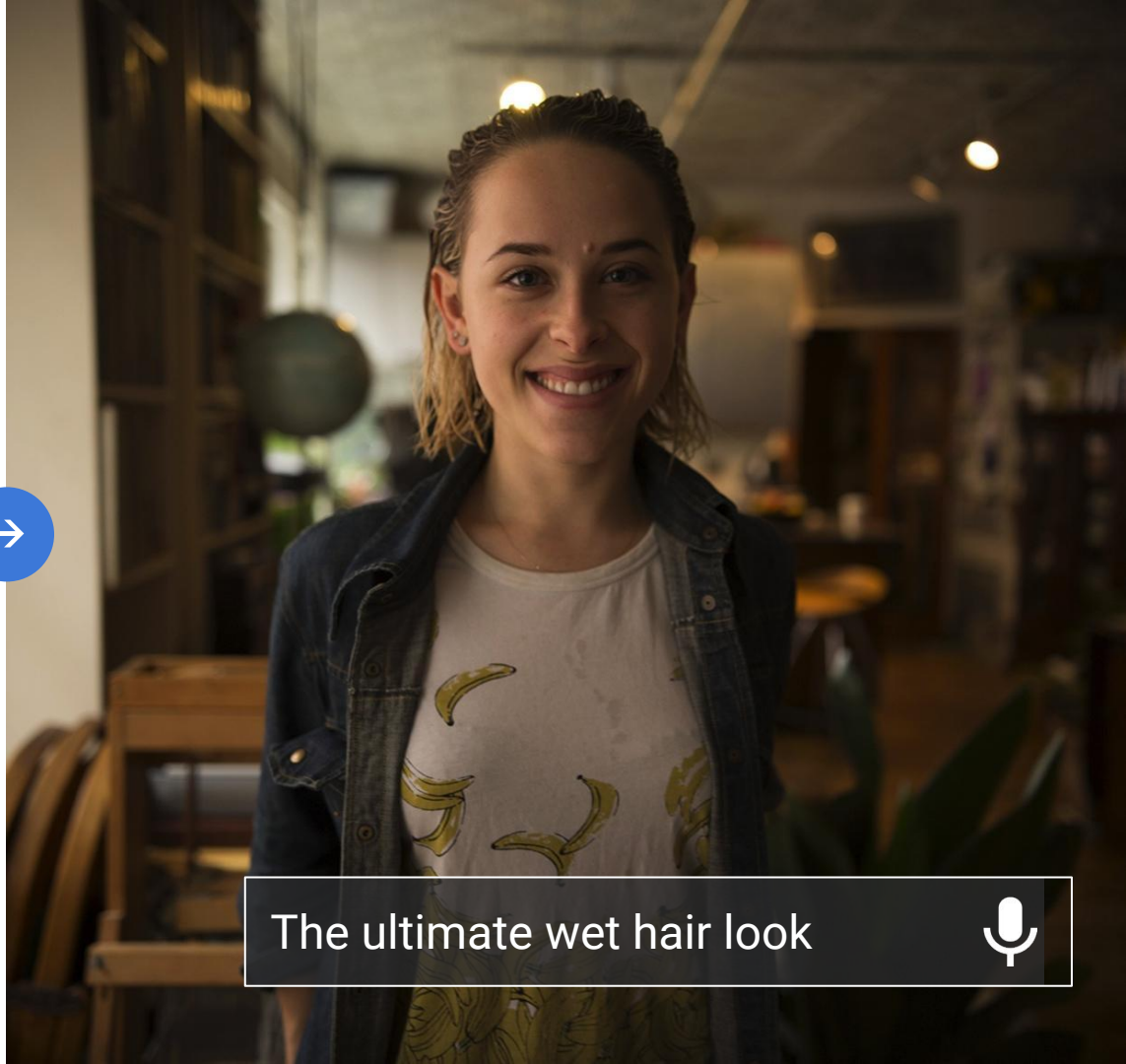
Case Studies



Meet Mabel

student of Field Biology,
and maker of the most
awesome crème brûlée...

Getting ready for university in the morning, Mabel decides to try a new hairdo. She reaches for her phone to learn how to achieve the look.



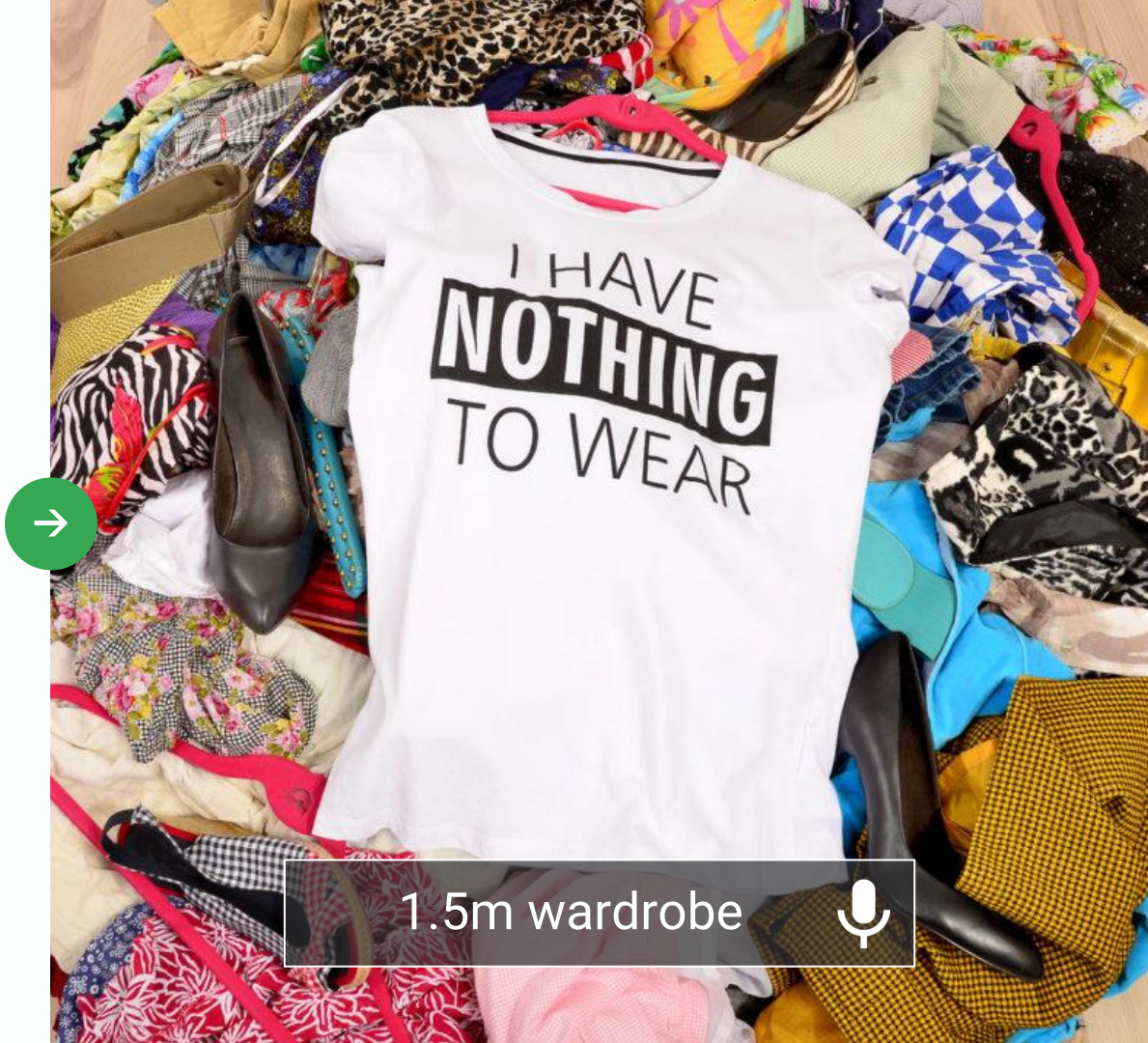
The ultimate wet hair look



Meet Emma

Digital trainer, mentor and reiki enthusiast ...

Following a successful shopping spree, Emma's clothing rail could not hold the weight of all of her clothes which swiftly ended up in a pile on the bedroom floor!



1.5m wardrobe

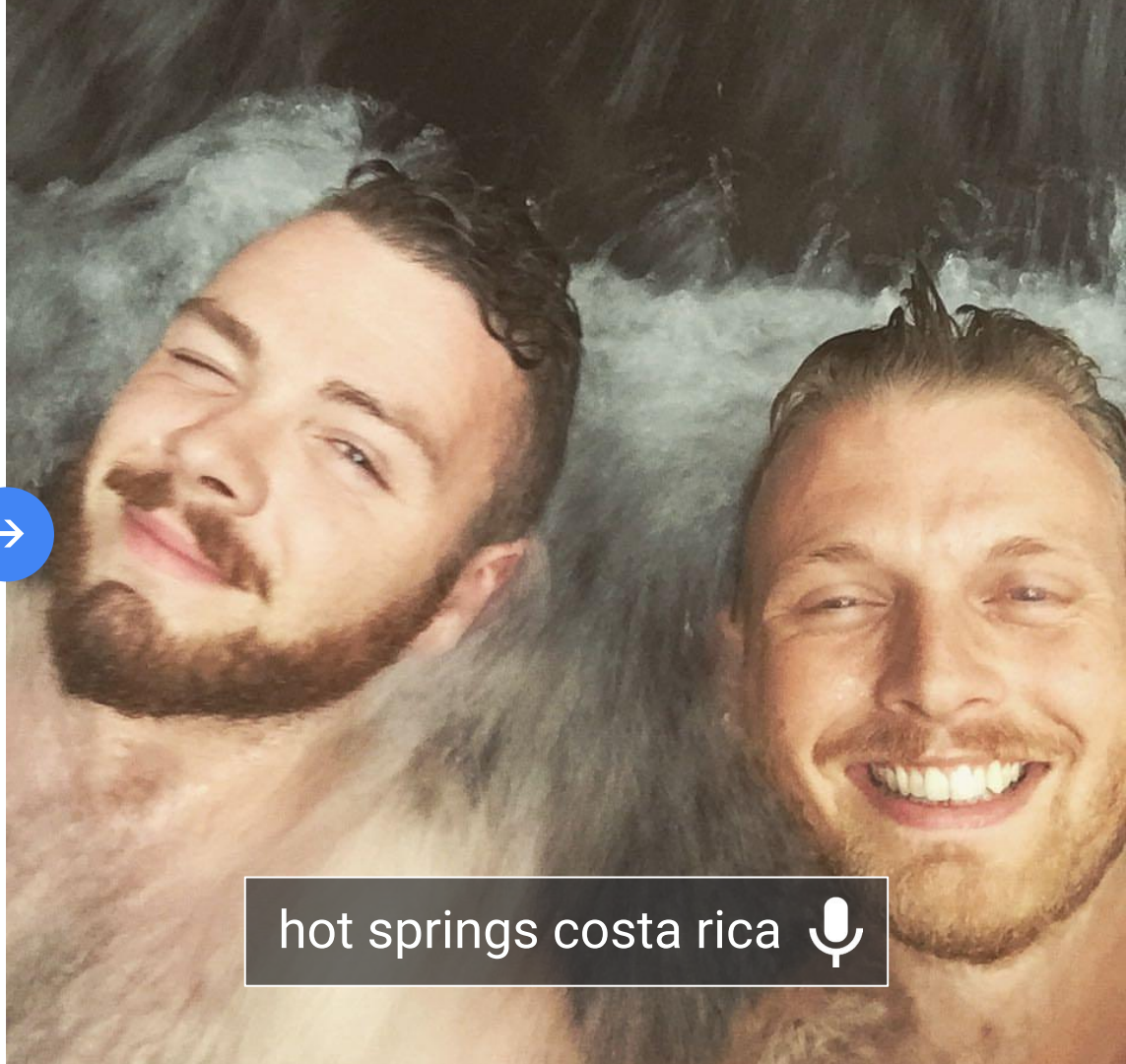



Meet Anthony

digital consultant, trainer,
travel lover and puppy owner



On a recent trip to Costa Rica, Anthony was looking for the ultimate, authentic hot springs experience.

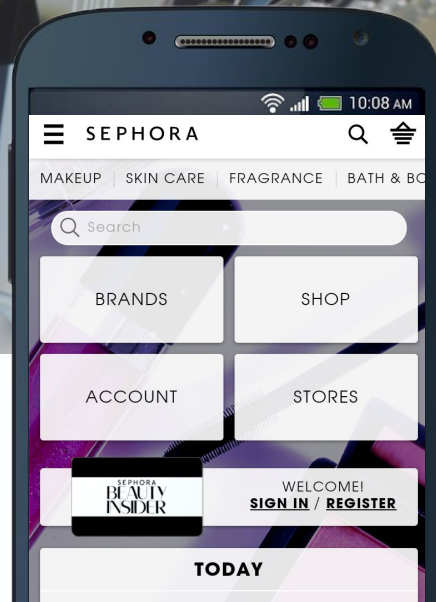


hot springs costa rica 









WHICH-ONE-IS-THE-RIGHT- ONE MOMENTS

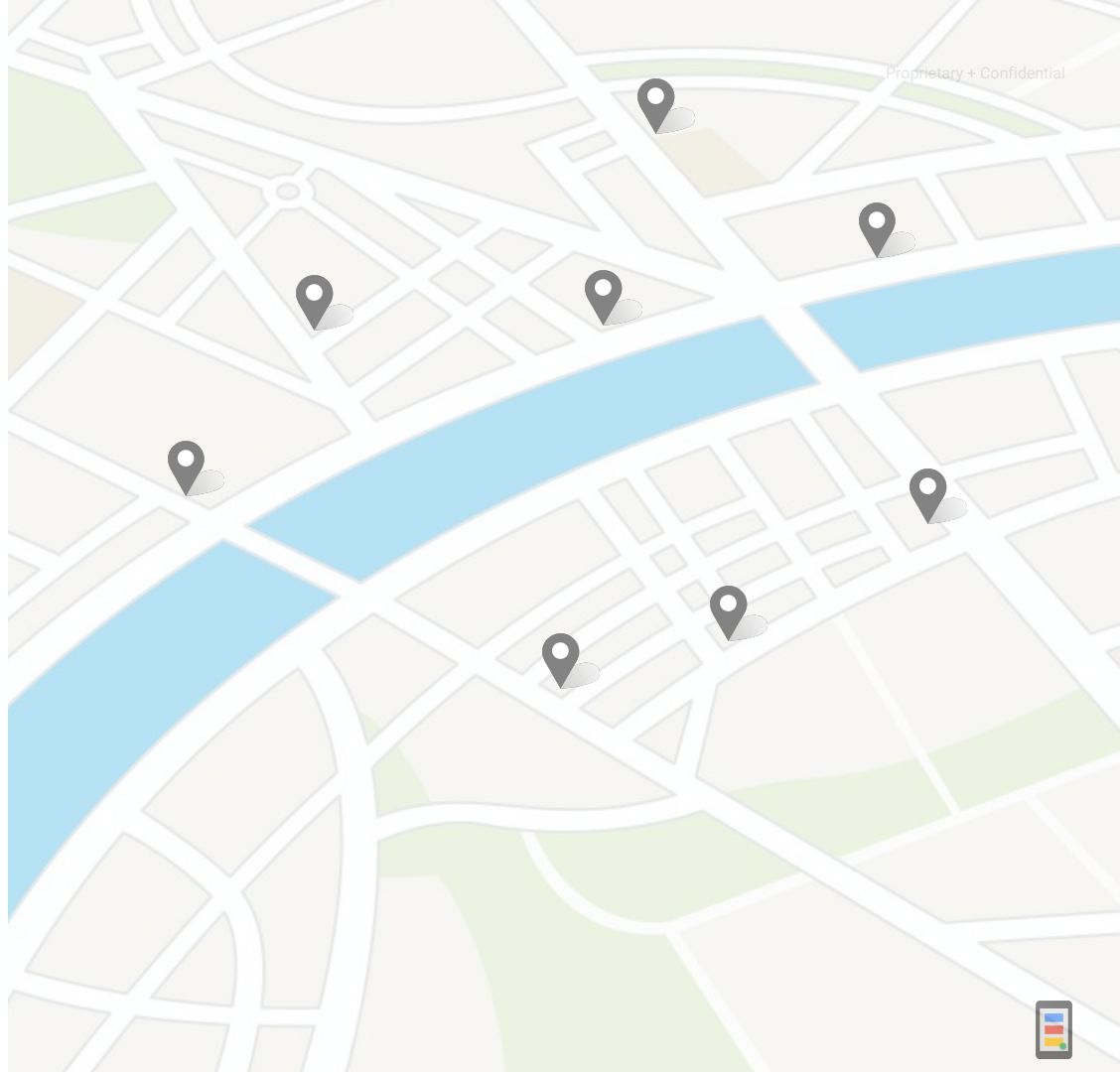
Sephora rethought their in-store and mobile experience for the empowered Customer.

SEPHORA




Moments


-  7:05am Text Jim
-  7:45am Check time
-  8:12am Read text from Jim
-  9:03am Send work email
-  1:23pm Post vacation photos
-  3:29pm Text Karen
-  5:38pm Take picture of traffic
-  5:40pm Post picture of traffic




Micro-moments

 **7:15am Find brunch place** (Balthazar on my mind...)

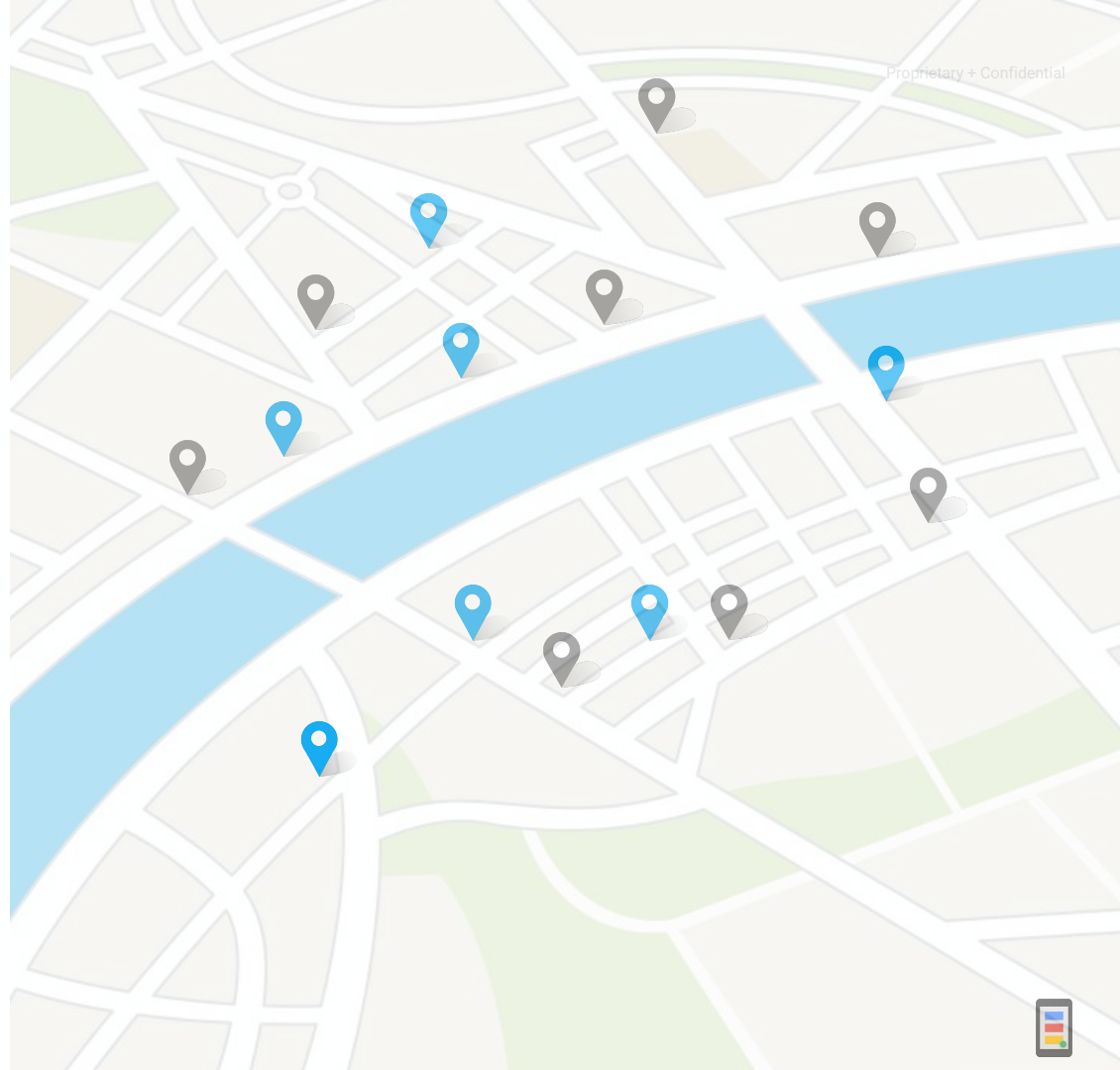
 **7:53am Watch how-to fix-faucet video**
(Some good options on Pinterest)

 **8:59am Research vacation destinations**
(Lookup Puerto Plata that Jim was raving about)

 **10:07am Read about best running shoes**
(Check out Saucony Triumph)

 **1:23pm Watch mountain biking videos**

 **5:38pm Lookup mortgage rates**





I-want-to-watch
what-I'm-into
moments

53%

of online video viewers
watch online video to be
inspired or entertained

YouTube is the
#1

platform 18-34 year-olds
choose to explore their
passions



I-want-to-know
moments

65%

of online Customers
look up more information
online now versus a
few years ago

66%

of smartphone users turn
to their phones to look up
something they saw in a
TV commercial



I-want-to-go
moments

2X

increase in "near me"
search interest in the
past year

82%

of smartphone users use a
search engine when
looking for a local business



I-want-to-do
moments

91%

of smartphone users turn
to their phones for ideas
while doing a task

100M+

hours of "how-to" content
have been watched on
YouTube so far this year



I-want-to-buy
moments

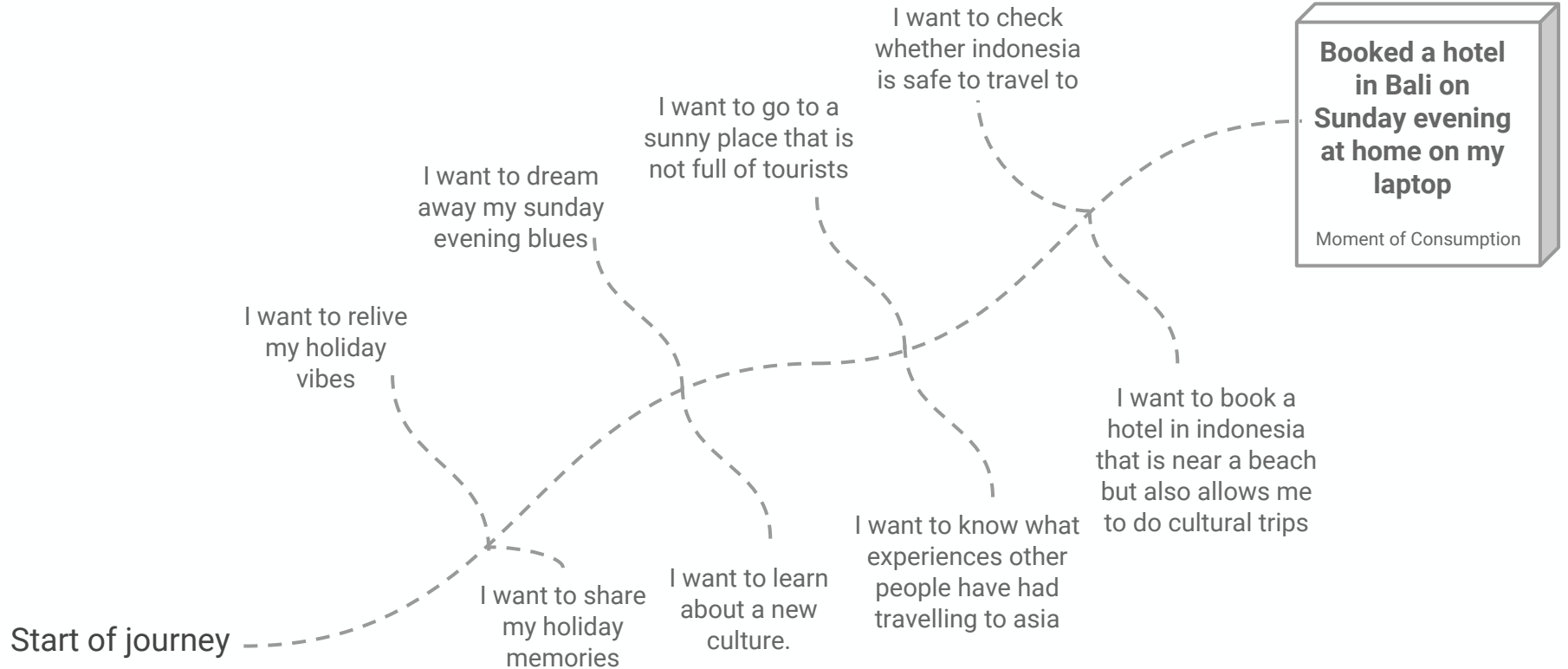
82%

of smartphone users
consult their phones
while in a store deciding
what to buy

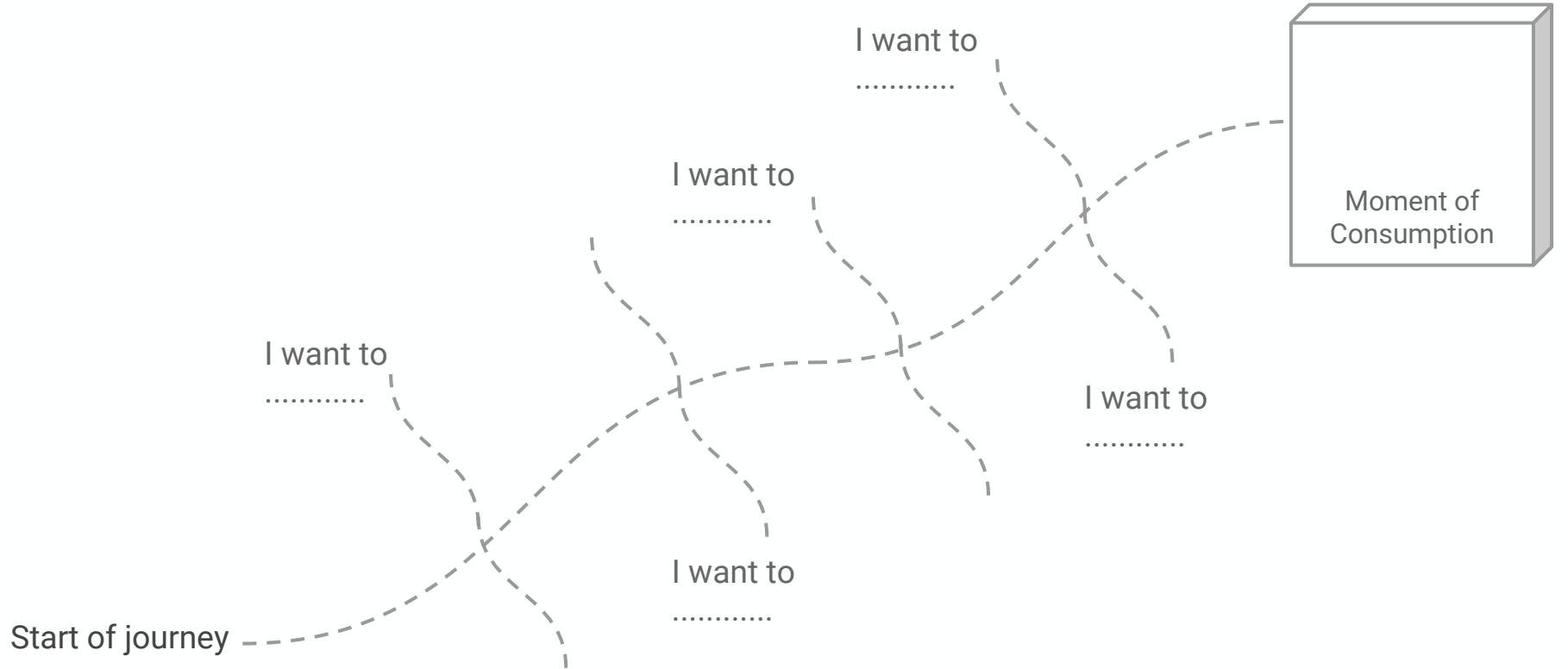
29%

increase in mobile
conversion rates in
the past year

Micro-moments Map: Example



Micro-moments Map: Activity

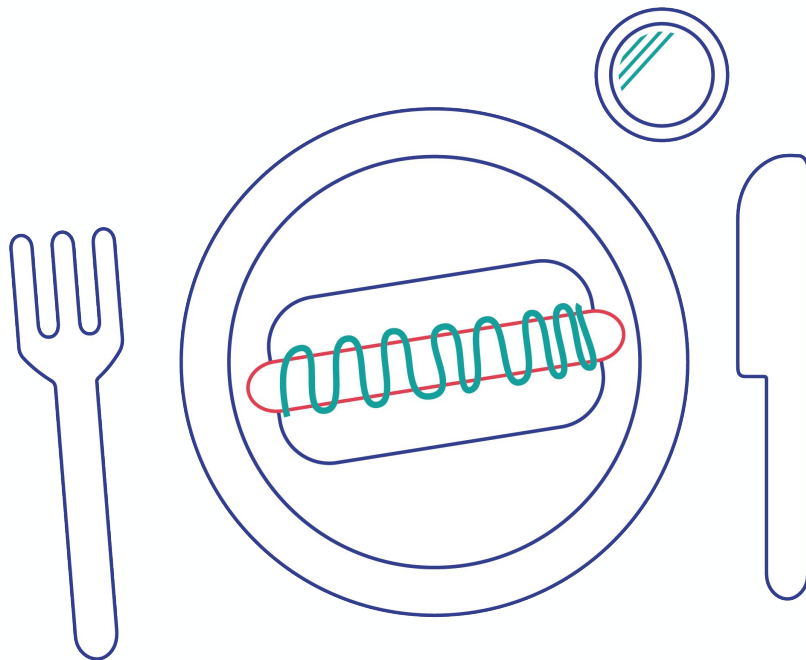
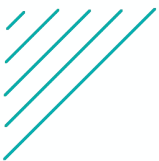


Click here to DOWNLOAD



- Think of mobile as a gateway to the world instead of a smaller screen: does that change your mobile challenge?
- What micro-moments should you be claiming?
- Does that change how you think about your audience?





Lunch





Signals





**EVERY
SECOND**

Audience



Media



Environmental



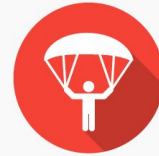
Audience



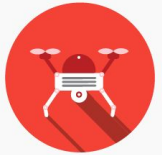
Gender



Marital Status



Thrill Seekers



Technophiles



Luxury Shoppers

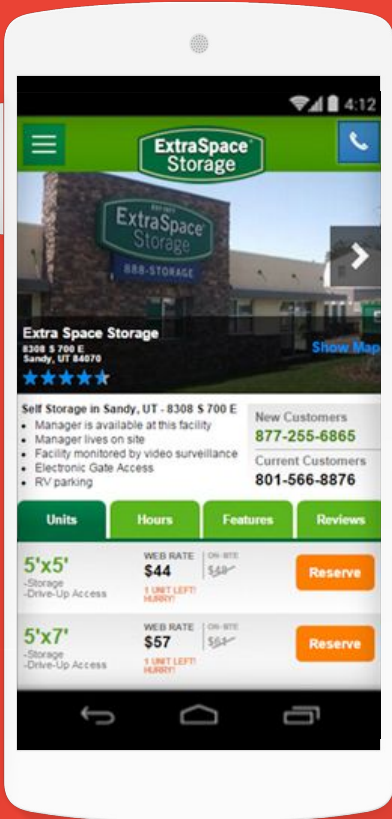


Purchase History



CASE STUDY

Extra Space Storage



CASE STUDY

Extra Space Storage

Provided customised experiences to people on the go

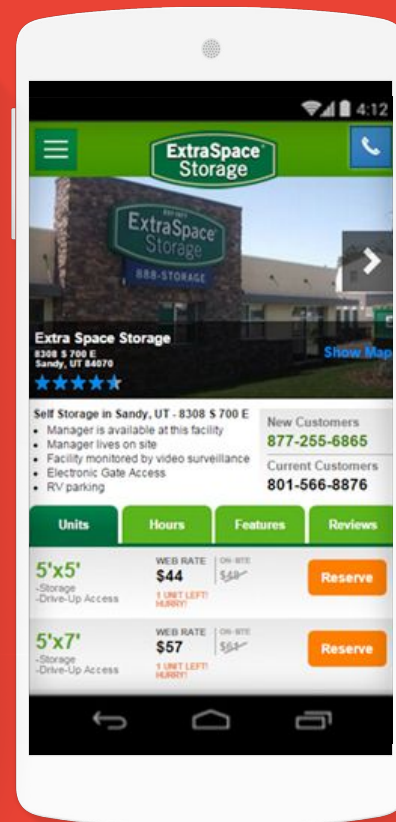
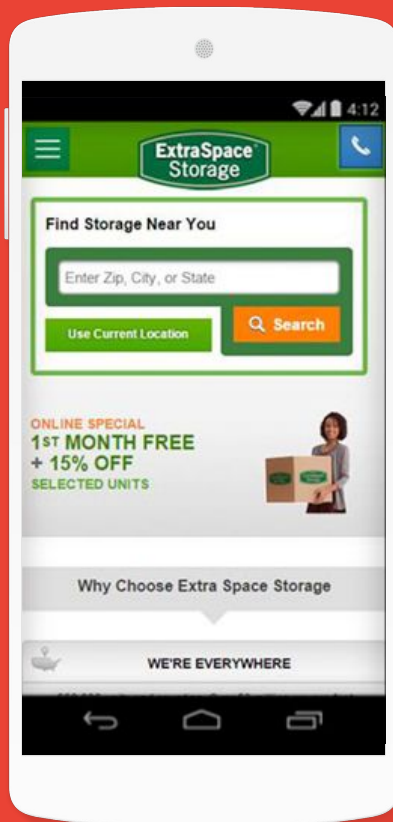
Better understood how to convert most valuable Customers

Created personality segments based on a range of data sources. For example, demographics, search, US census, Myers Briggs profile, location, previous visits, and more

24%
increase in total mobile conversions,

53%
increase in conversions from mobile phone calls,

33%
growth of paid search conversions from mobile



Media



Keyword Content



Searched For



TV Ad Syncing



Website Category



Device Type



Website





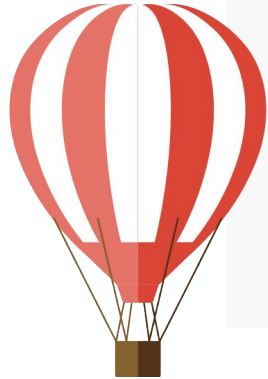
CASE STUDY

Nike Phenomenal Shot

Proprietary + Confidential



Environment



Sports Updates

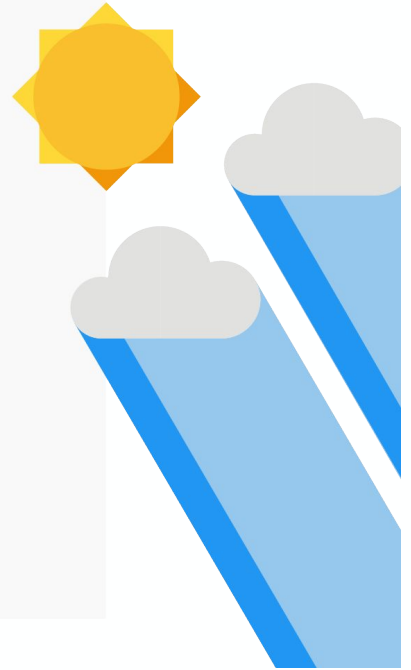
Weather Syncing

Traffic Updates

Events & Concerts

News

Financial Markets





CASE STUDY

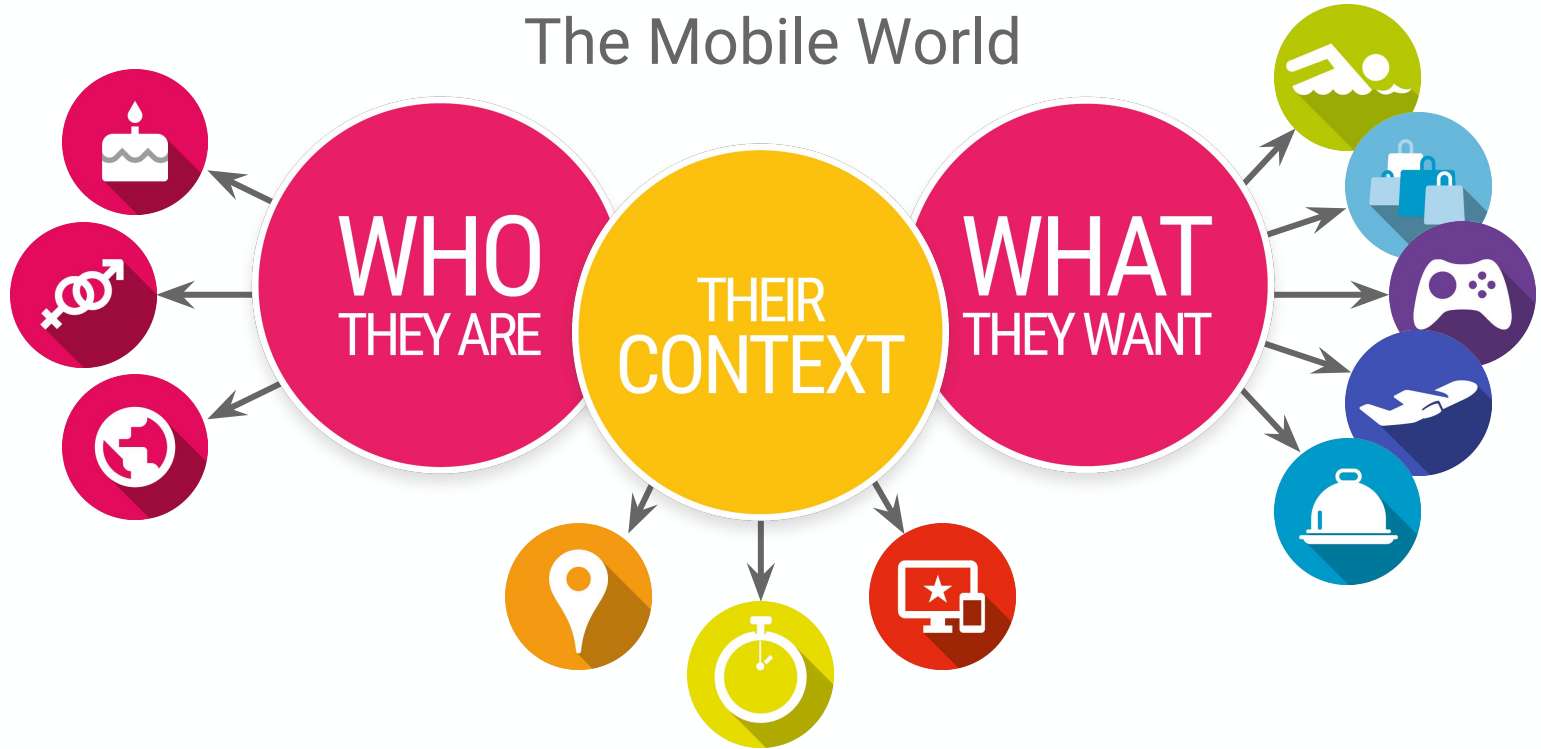
Meat Pack

Proprietary + Confidential



What Do We Learn from Signals?

The Mobile World

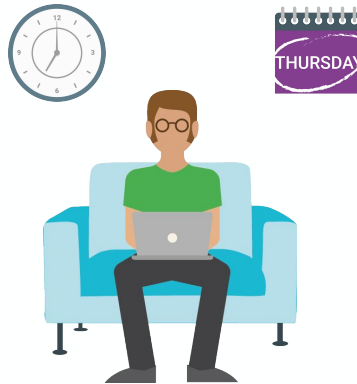


The Impact of Context

WHO
THEY ARE



THEIR
CONTEXT



Home, Laptop, Thursday, 7pm

WHAT
THEY WANT

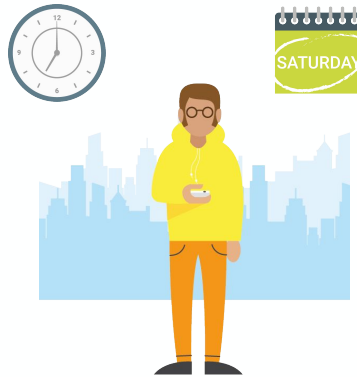


The Impact of Context

WHO
THEY ARE



THEIR
CONTEXT



WHAT
THEY WANT



Smartphone, City centre, Saturday 7pm



The Impact of Context

WHO
THEY ARE



THEIR
CONTEXT



WHAT
THEY WANT



Smartphone, City centre, weekday, 2pm

Collecting Data Signals

PHASE 1

(10 mins)

Get in pairs of two

Pick two or three micro-moments
(so you cover all moments with your whole group)

Use the book of Audience Signals

Pick the signals that help you find your audience
in your micro-moment (write them on the handout).

PHASE 2

(10 mins)

Go back to your table and pick up the cards you find there

Randomly pick a day, time, device, and a location

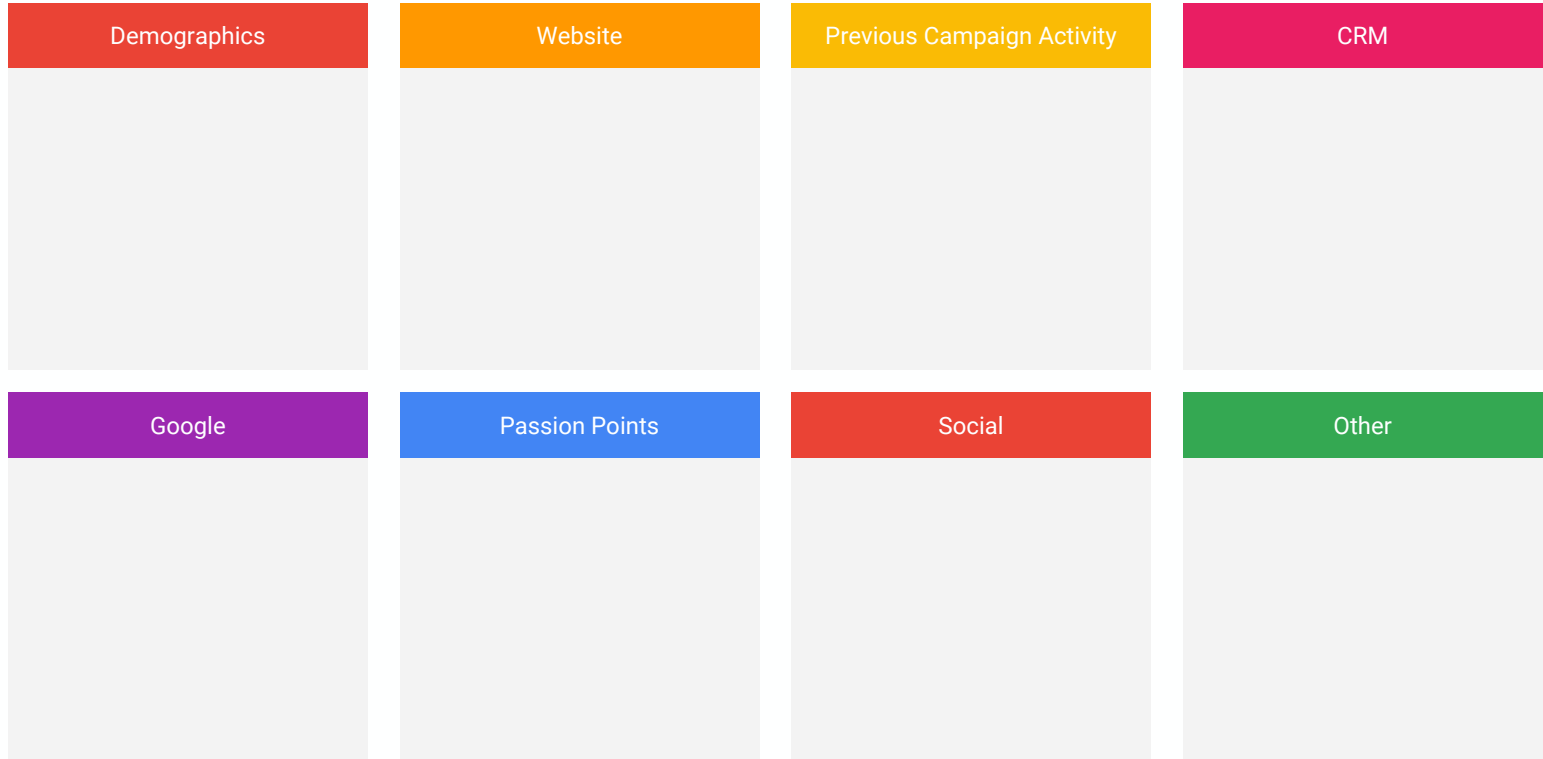
Add these to your micro-moment

- Does this change the message you would communicate?
- Does this change the call to action you would give?

Repeat this multiple times for each of your
micro-moments

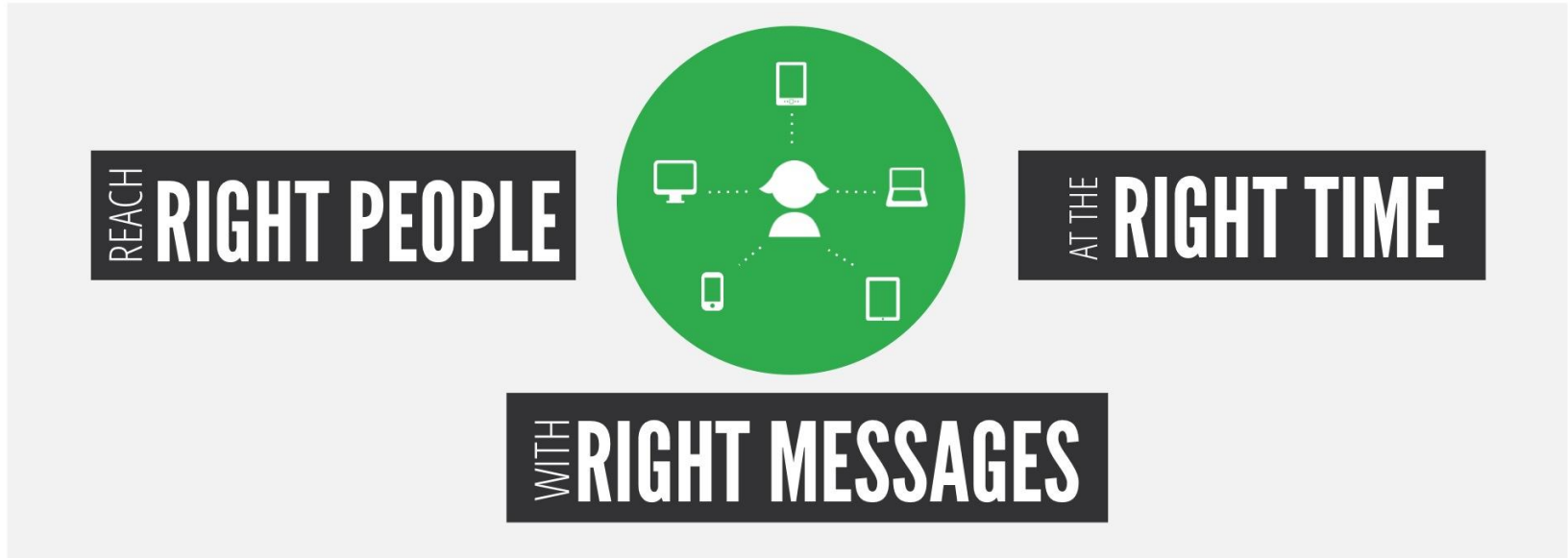


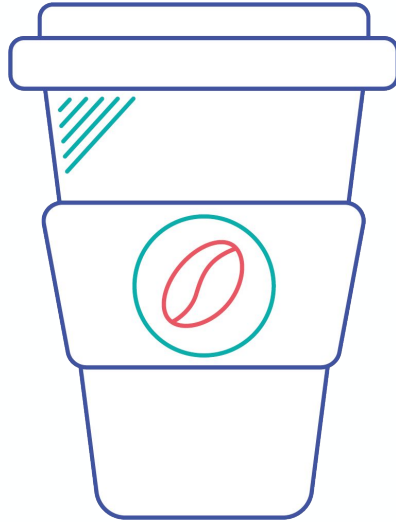
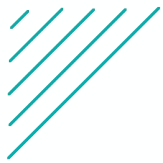
Collecting Audience Signals



The Impact of Context

FIND THE MOMENTS THAT MATTER TO YOUR AUDIENCE





Break





mSites and Apps



Strategic Thinking – Mobile Users, Apps, and Sites

Time is not the same as value

Apps Continue to Dominate the Mobile Web

The decline of the mobile web

**Mobile App Usage Increases In 2014, As
Mobile Web Surfing Declines**

***“The mobile war is over and
the app has won.”***

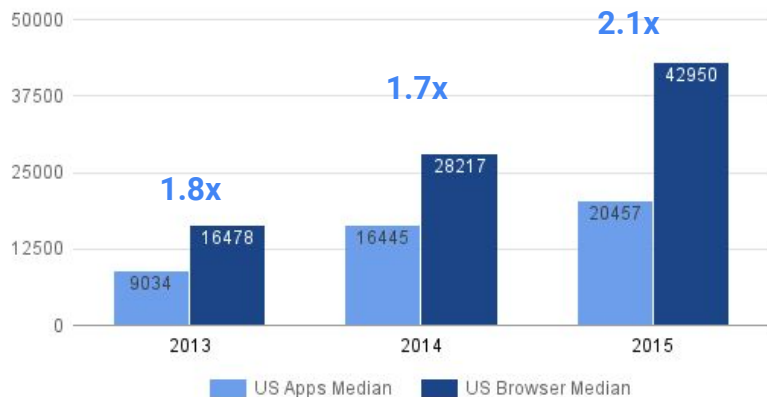
venturebeat.com 2013/04/03



But

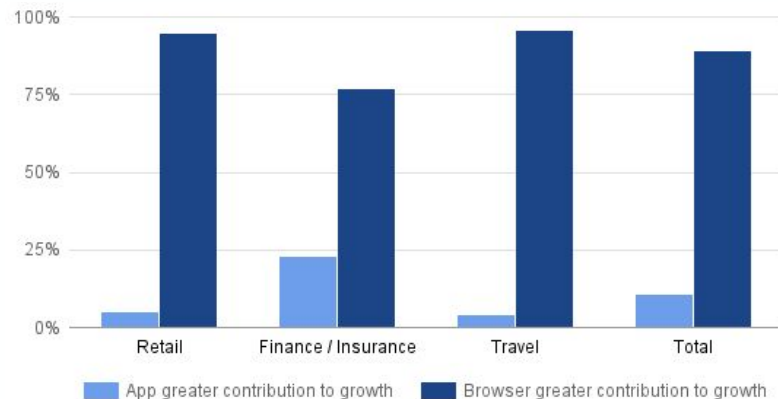
Apps versus mobile web:
web winning?

Unique visitors
(thousands)



90% of the companies in travel retail, and finance get over 50% of their visits from the mobile web

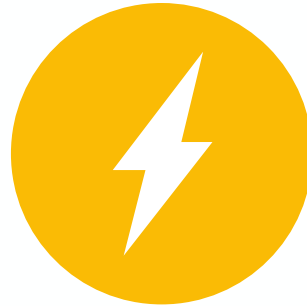
Contribution to
traffic growth



Mobile Sites – Intuitive, Lightweight, and Easy to Discover



Users are familiar
with how
Websites work



Limited device
memory for
installing



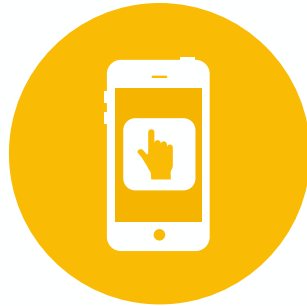
Mobile sites
are easily
discoverable



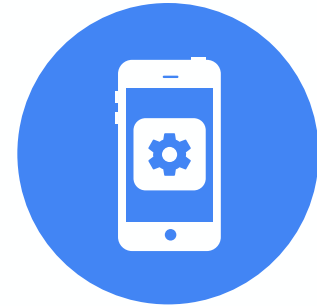
Why Native Apps?



Native apps are
convenient



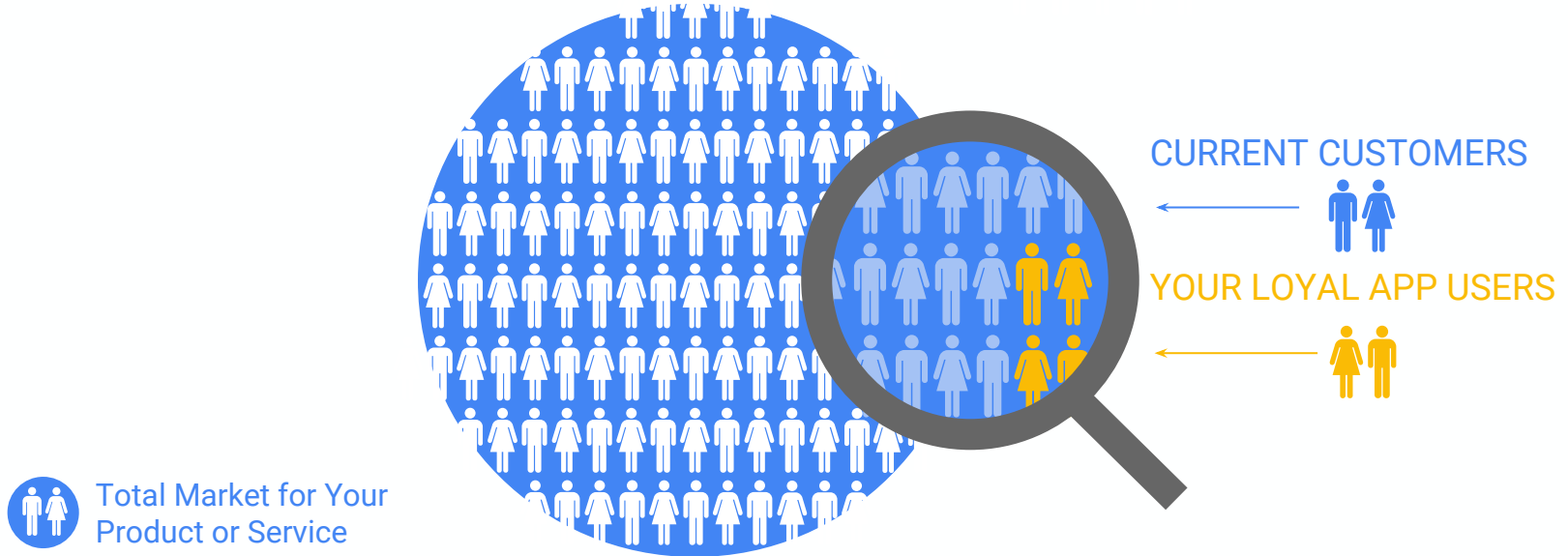
Mobile apps are
always available



Apps are integrated
natively with the
Mobile Operating
System (OS)

Potential Customers and Loyal Customers

Compare the size of audience engaging with each platform.
Will you build for **App**, **mSite**, or both?



Strategic Thinking – Mobile Users, Apps, and Sites

First: Build a great site for the majority of users

- 1 **Build a mobile site** to meet needs of (esp. new) users. This should be **priority #1**
- 2 Focus on **core capabilities** including **commerce** and other **key conversion events**
- 3 Understand and **optimise to user behaviour**. Use the **25 mobile design principles**

Next: Build an App for your power users

- 4 Identify **unique, app-only capabilities** that complement site functionality
- 5 Build an app that **goes beyond commerce** for loyal, repeat users who **engage deeply**
- 6 **Promote your app to an audience that is ready** to use it (this may not be 1st time users!)



So, Apps, Sites, or Both?

APPS FIRST

For example. Uber, Hotel Tonight

WHO: APP-CENTRIC MODELS

Intended for high frequency use (e.g. daily)

Delivers app-only capabilities

Entertainment, media, or gaming uses

SITES FIRST

WHO: MOST ORGANISATIONS

Fully optimised for mobile

Fully functional core capability like commerce

Built with your future Customer base in mind

SITES + APPS

WHO: ORGANISATIONS WHO HAVE NAILED THEIR SITE

...and want to expand onsite capabilities...

...with app-only capabilities (for example, offline)

Focused on the most loyal, engaged Customers



What is a Progressive Web App?

Fast-loading

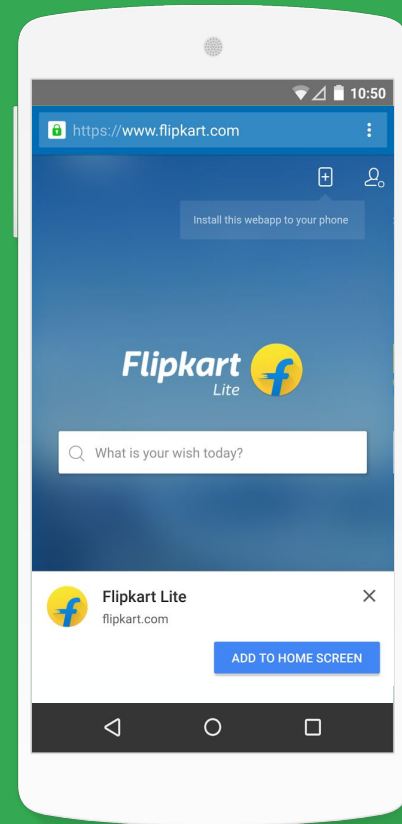
One click away from accessing content

Smooth animations and navigations

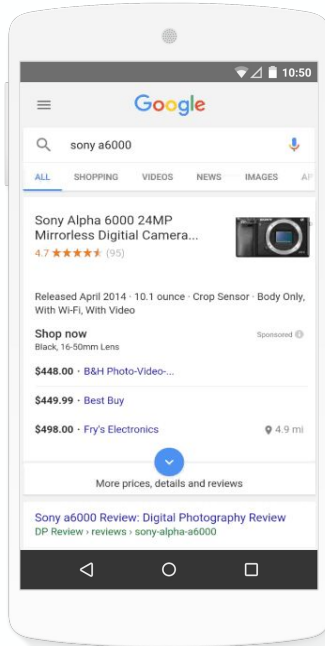
Re-engages with push notifications

Good experience on flaky network connections

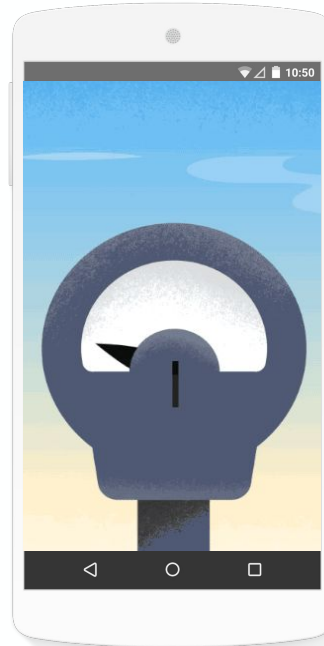
Consistent experience across browsers



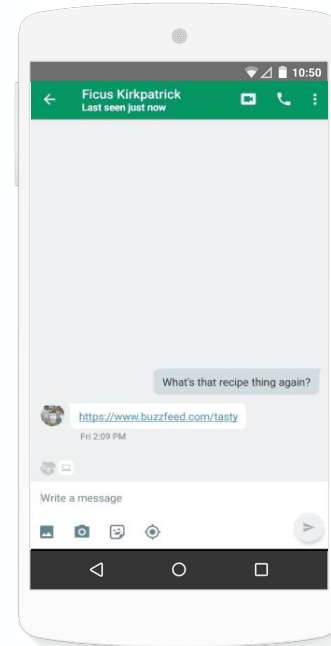
Is it a Site or an App? Android Instant Apps...



B&H Photo
(via Google Search)



Park and Pay
(example, via NFC)



BuzzFeedVideo
(via a shared link)



The Web and App Face off

	2013	2014	2015	2016
	Web / Native	Web / Native	Web / Native	Web / Native
Deep Linking	YES / NO	YES / NO	YES / YES	YES / YES
Single click install and launch	YES / NO	YES / NO	YES / NO	YES / KINDA
Geo	YES / YES	YES / YES	YES / YES	YES / YES
Gyro	YES / YES	YES / YES	YES / YES	YES / YES
Offline	KINDA / YES	KINDA / YES	YES / YES	YES / YES
Camera	KINDA / YES	YES / YES	YES / YES	YES / YES
Push	NO / YES	NO / YES	YES / YES	YES / YES
Contacts	NO / YES	NO / YES	NO / YES	NO / YES
Auth	NO / YES	NO / YES	NO / YES	YES / YES
Payments	NO / YES	NO / YES	NO / YES	YES / YES



So When Are Your Assets Doing a Good Job?

The right answer
in the right
micro-moment

1

Delivered
at
the right speed

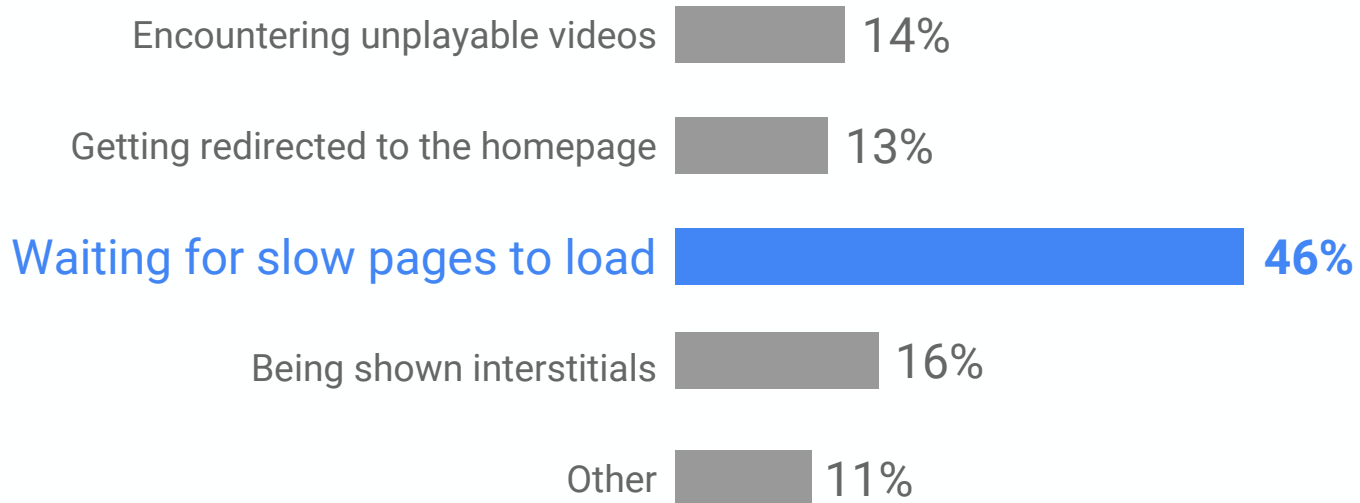
2

Loading...

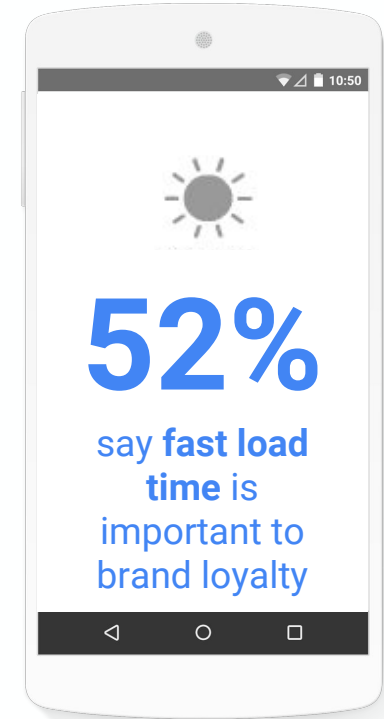
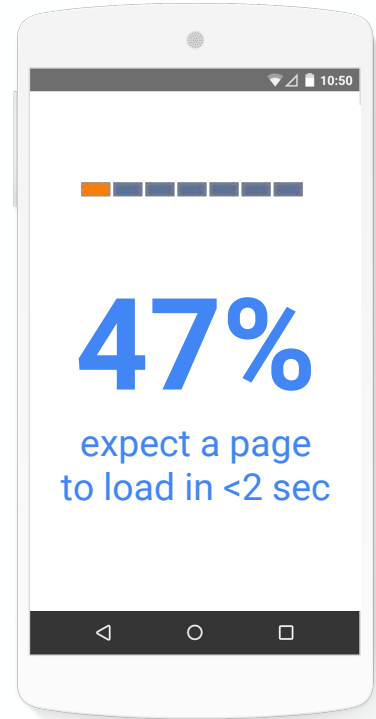
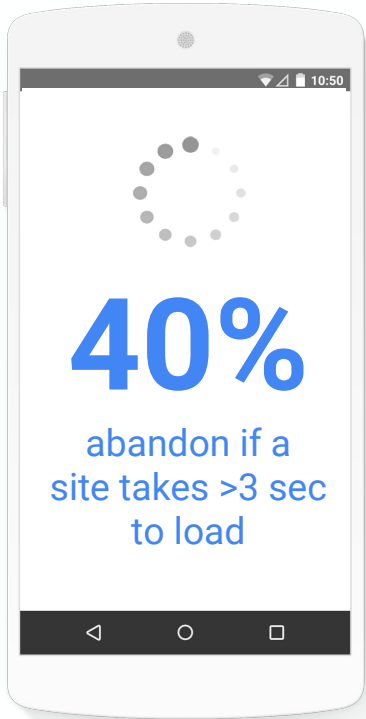


Site Speed Matters...

“What do you dislike the most when browsing the web on your mobile device?”

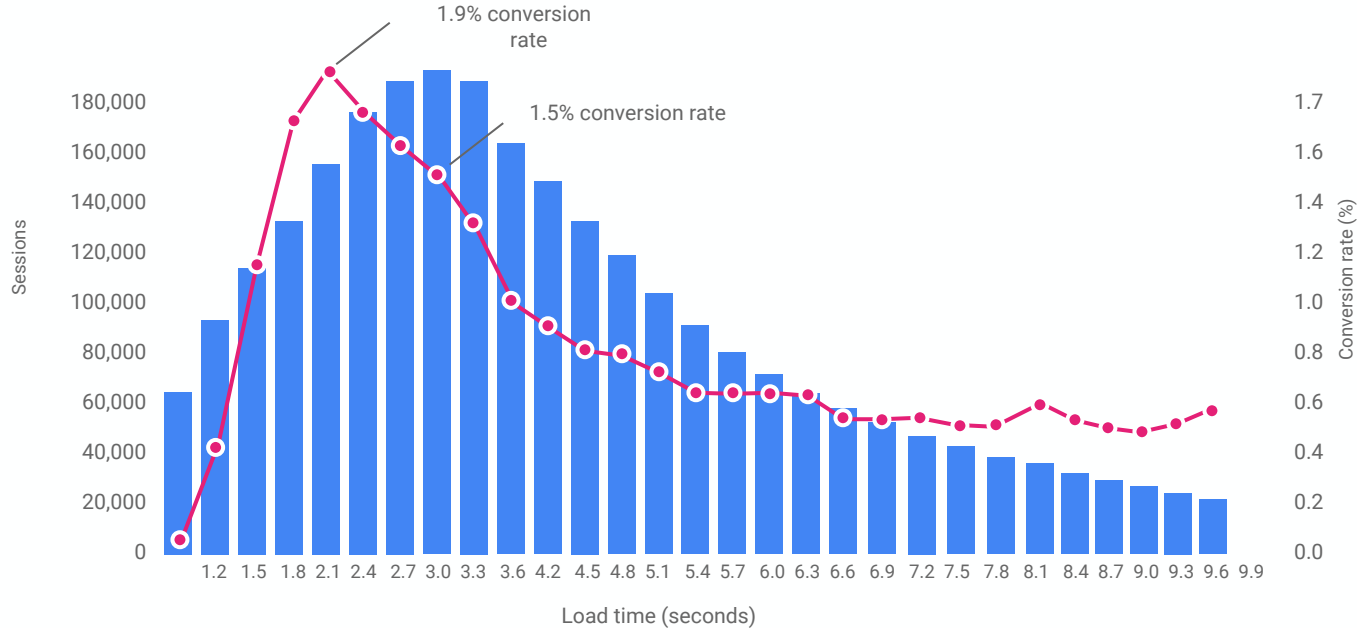


...Because Fast is Better than Slow



A Little Speed Makes a Big Difference

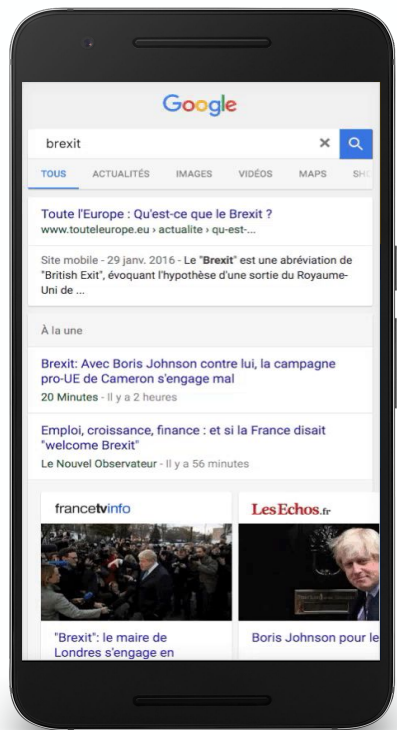
Mobile pages that load 1s faster see up to 27% increase in CvR



Note: Some of the pages that were faster than 2.4 seconds experienced a lower conversion rate. While we don't know for sure, the most common reason is because a lot of the faster pages are 404/error pages.



AMP: Accelerated Mobile Pages



0.7 seconds

median load time

4x

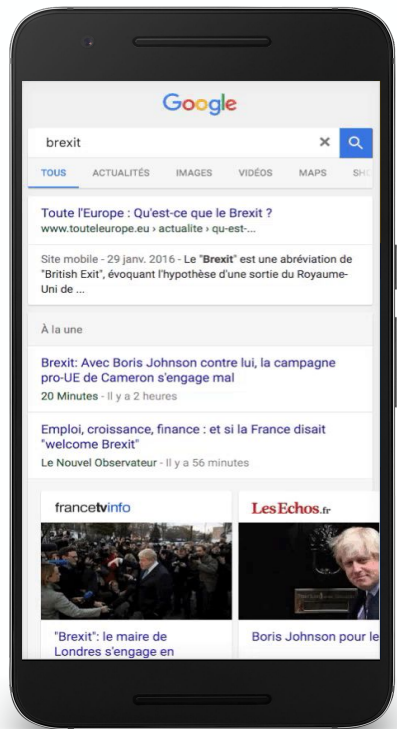
faster

10x

less data



AMP: Accelerated Mobile Pages



Scripts & Resources

- Allow only asynchronous scripts
- Size all resources statically
- Prioritize resource loading

JavaScript

- Don't let extension mechanisms block rendering
- Keep all third-party JavaScript out of the critical path

Design & CSS

- All CSS must be inline and size-bound
- Font triggering must be efficient
- Minimize style recalculations

Animations

- Only run GPU-accelerated animations



Test Stage 1: Run the Micro-moment Test

- Ask for the URL of the site of the group next to you
- Study their micro-moments
- Each person picks one micro-moment
- Visit their site
- **Try to find what the Customer would be looking for**
- **You have only 2 minutes time for this**
- Does the site give a good answer?
- What could the site do better?
- Write down your feedback



Test Stage 2: Run the Site Speed Test

- Type the URL of your site in the speed test below



or

goo.gl/XG7TSt

- Discuss results with your group
- What would you change if this was your site?
- Include notes from the micro-moment test in your advice



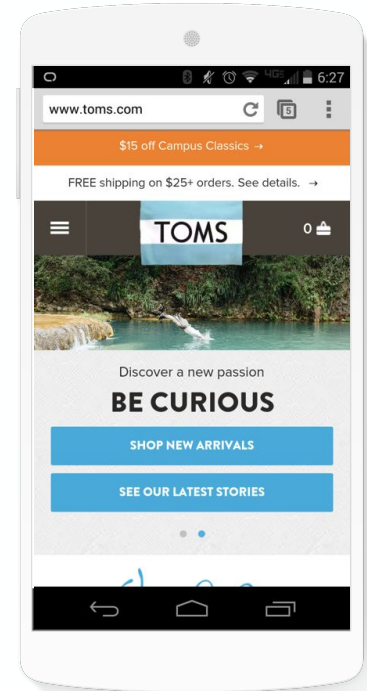
Design a Better Mobile Experience



2009



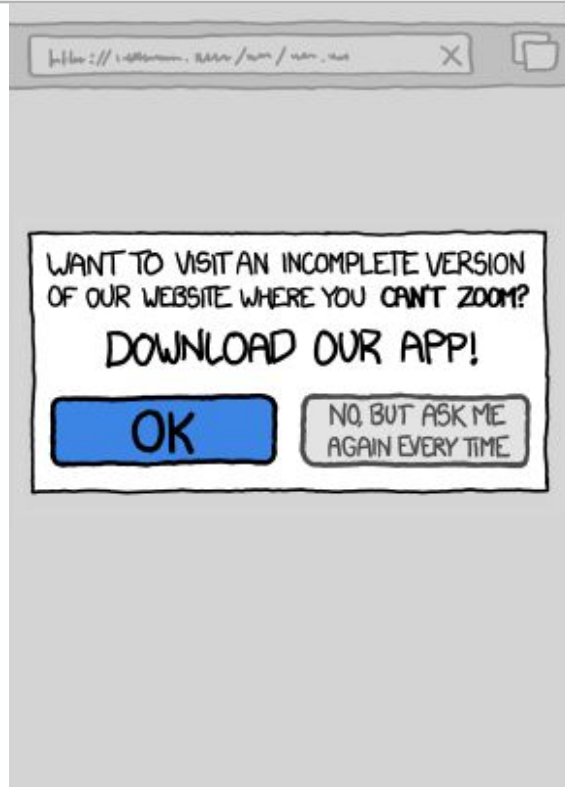
2012



2016



Focus on the User and All Else will Follow



Principles of Mobile Design



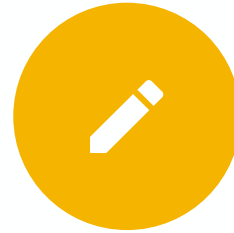
Homepage &
Site Navigation



Site
Search



Commerce &
Conversions



Form
Entry



Usability &
Form Factor



Principles of Mobile Design



Homepage &
Site Navigation



Site
Search



Commerce &
Conversions



Form
Entry



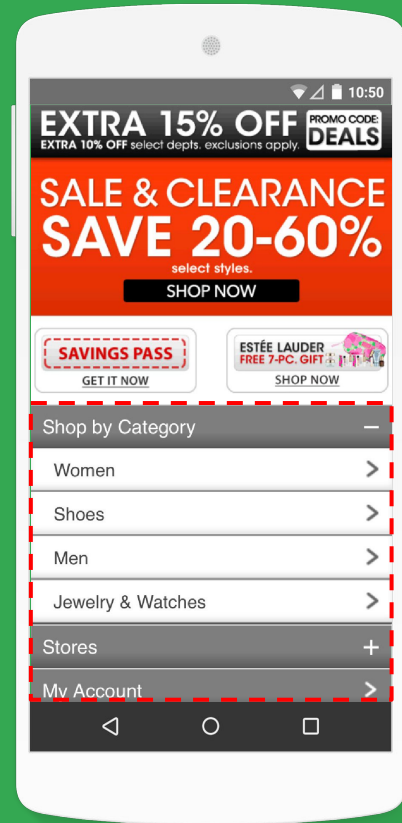
Usability &
Form Factor

Calls-to-action are front and center

Menus are short and sweet

It is easy to get back to the homepage

Promotions don't steal the show



Principles of Mobile Design



Homepage & Site Navigation



Site Search



Commerce & Conversions



Form Entry



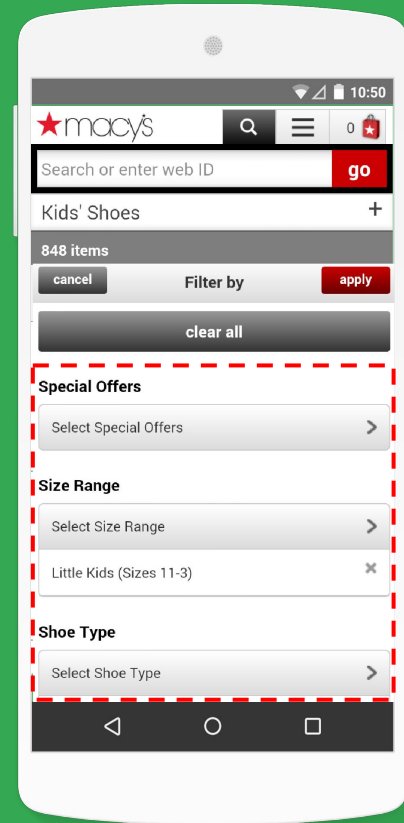
Usability & Form Factor

Site search is visible (top of the page)

Site search results are relevant (autocomplete)

Filters are there to improve search results

Guides users to better search results



Principles of Mobile Design



Homepage & Site Navigation



Site Search



Commerce & Conversions



Form Entry



Usability & Form Factor

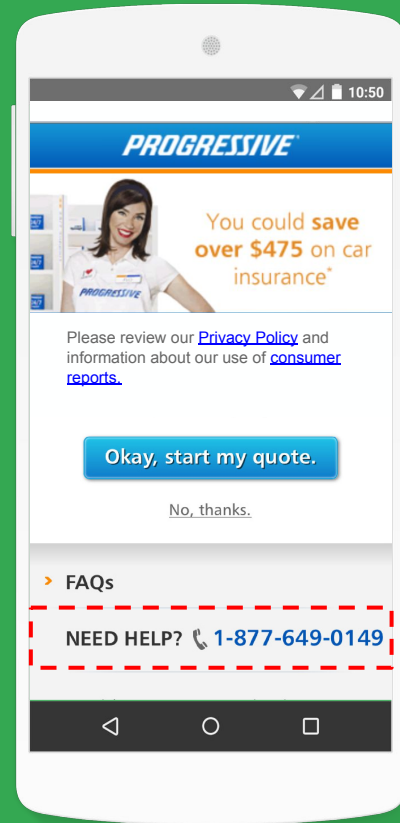
Users can explore before committing

Users can purchase as guests

Existing information is used
(for example, 3rd party payments)

Click-to-call is present for complex tasks

It is easy to finish converting on any other device



Principles of Mobile Design



Homepage &
Site Navigation



Site
Search



Commerce &
Conversions



Form
Entry



Usability &
Form Factor

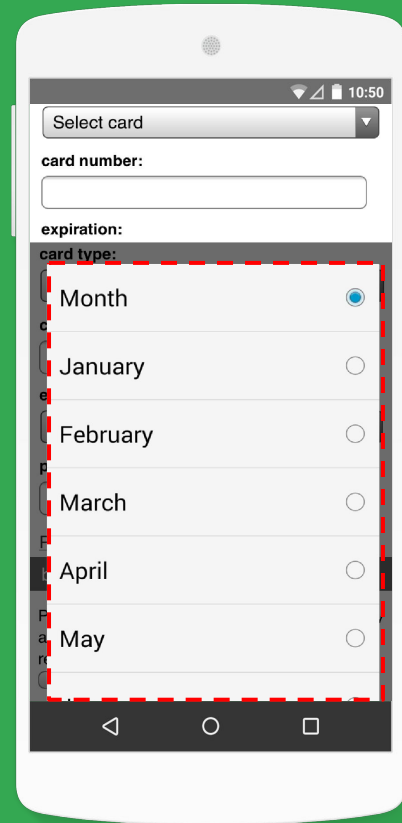
Info entry is streamlined

It uses toggles/dropdowns to simplify input

Visual calendars are used for date selection

It minimises errors with labeling and real-time validation

Form design is efficient (auto-fill, progress bar)



Principles of Mobile Design



Homepage & Site Navigation



Site Search



Commerce & Conversions



Form Entry



Usability & Form Factor

Entire site is optimised for mobile

Don't need to pinch + zoom (especially CTAs)

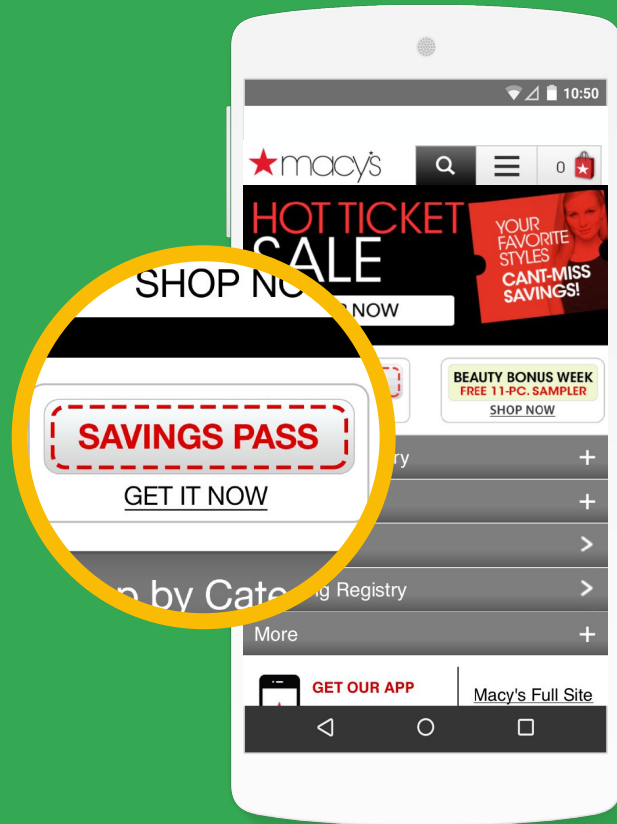
Product images are expendable (and high quality close-ups are available)

Shoppers are told which screen orientation works best (and site works in all orientations)

Users aren't brought to new browser windows (calls-to-action stay in same window)

Site avoids "full site" labeling (uses "desktop" instead)

Site is clear about why it needs user's location (and what it intends to do with it)



Focus on User Experience to Ensure Success



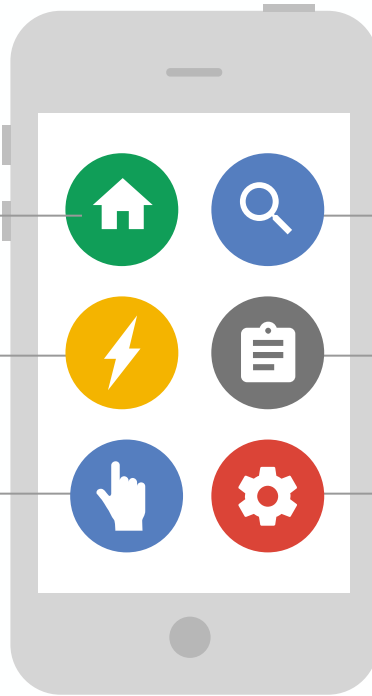
Focus on User Experience to Ensure Success

Getting started tips:

Homepage navigation should be clear and mobile-friendly

Streamline the user's ability to convert

Focus on **usability and form factor** on every page



Ensure **Site Search** is present on every page

Keep **form fields** to an absolute minimum

Constantly **analyse and optimise** your mobile site



Redesign Your Site or App

Split your group in two sub-groups

Each group picks a micro-moment, on which your site/app is **NOT** providing a good answer

Use the feedback from both the micro-moment and the speed test

Brainstorm on how you can provide a better answer

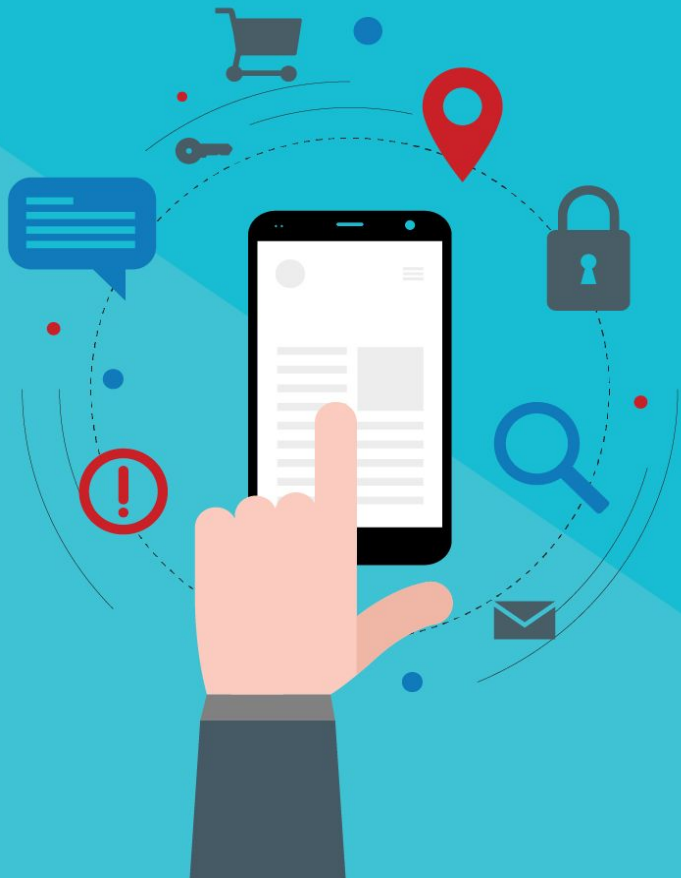
Use the checklist with 25 design principles to assess your site and idea

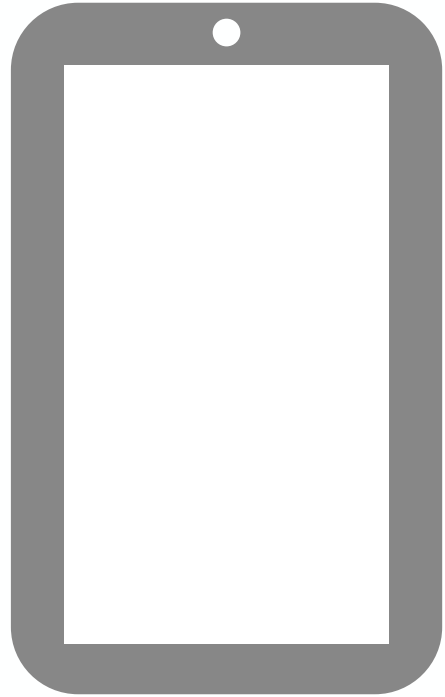
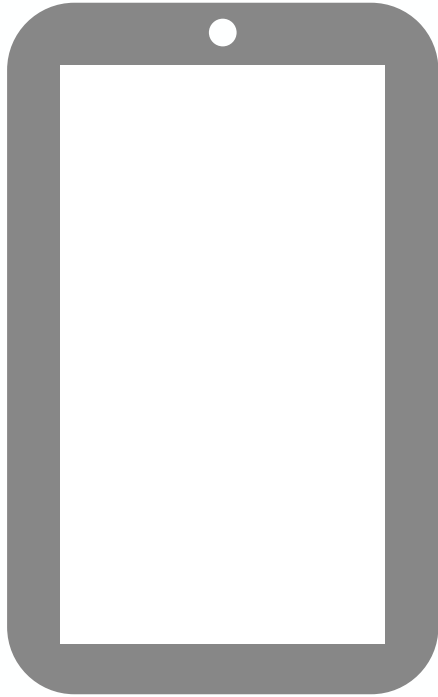
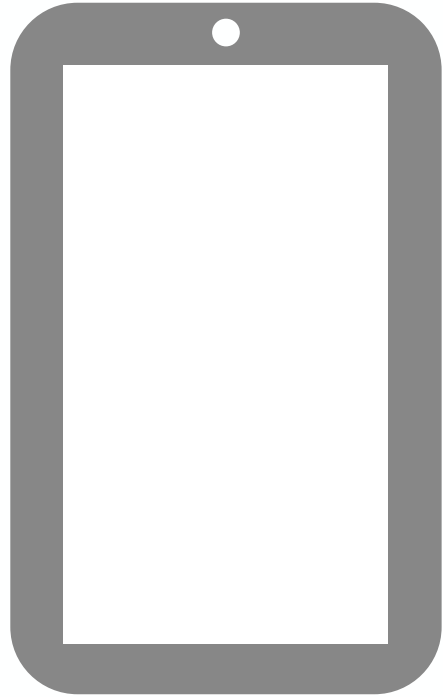
If you build an app:

- Why use an app?
- What makes it different from the site?

Design a few pages of a revised mobile experience

Draw them on the worksheet







Click here to DOWNLOAD



- Are you using signals to find people in micro-moments?
- Should you adapt campaigns for time/day/device/location?
- Do your assets give an answer in all micro-moments?
- Is your site fast enough?
- Are you addressing the 25 principles for mobile design?



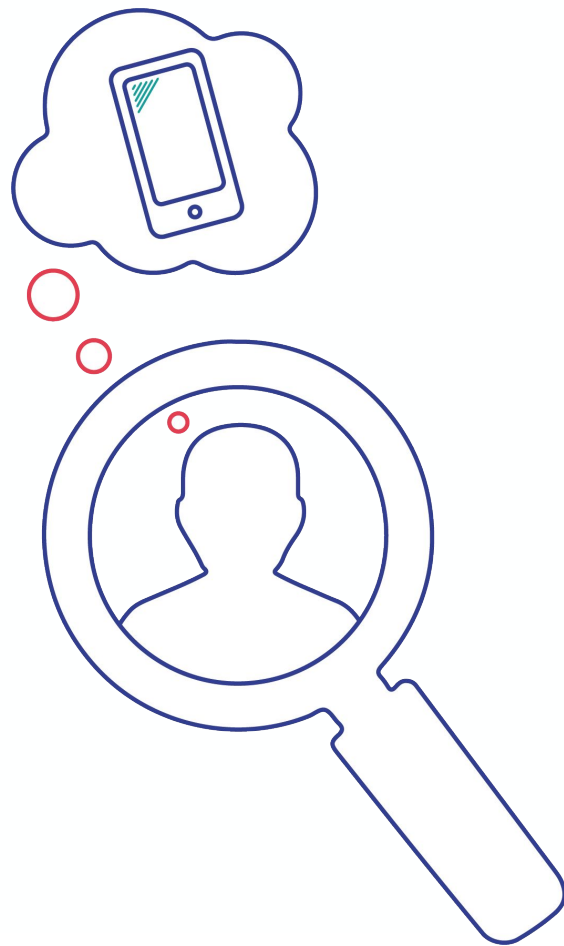


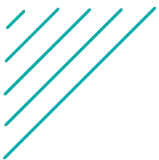
Homework for tomorrow!

Find a **'normal'** person (that is someone who is not in marketing)

Ask that person:

- What is your favorite app? Why?
- What app(s) have you deleted? Why?
- Report your findings to us tomorrow!

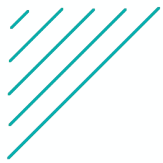




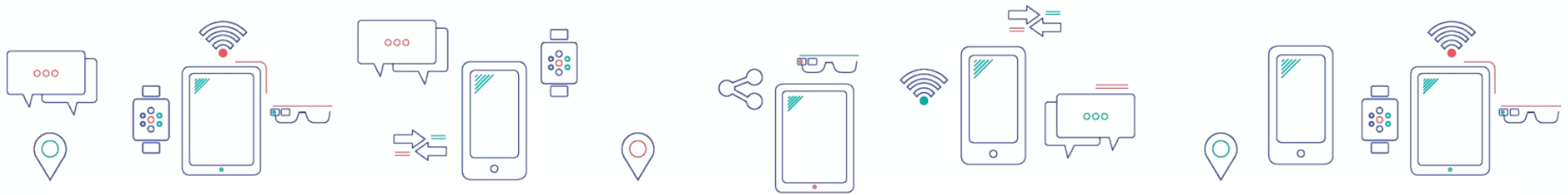
See you tomorrow!

Walk in at 9AM - Start masterclass at 9.30AM





Mobile Academy 17

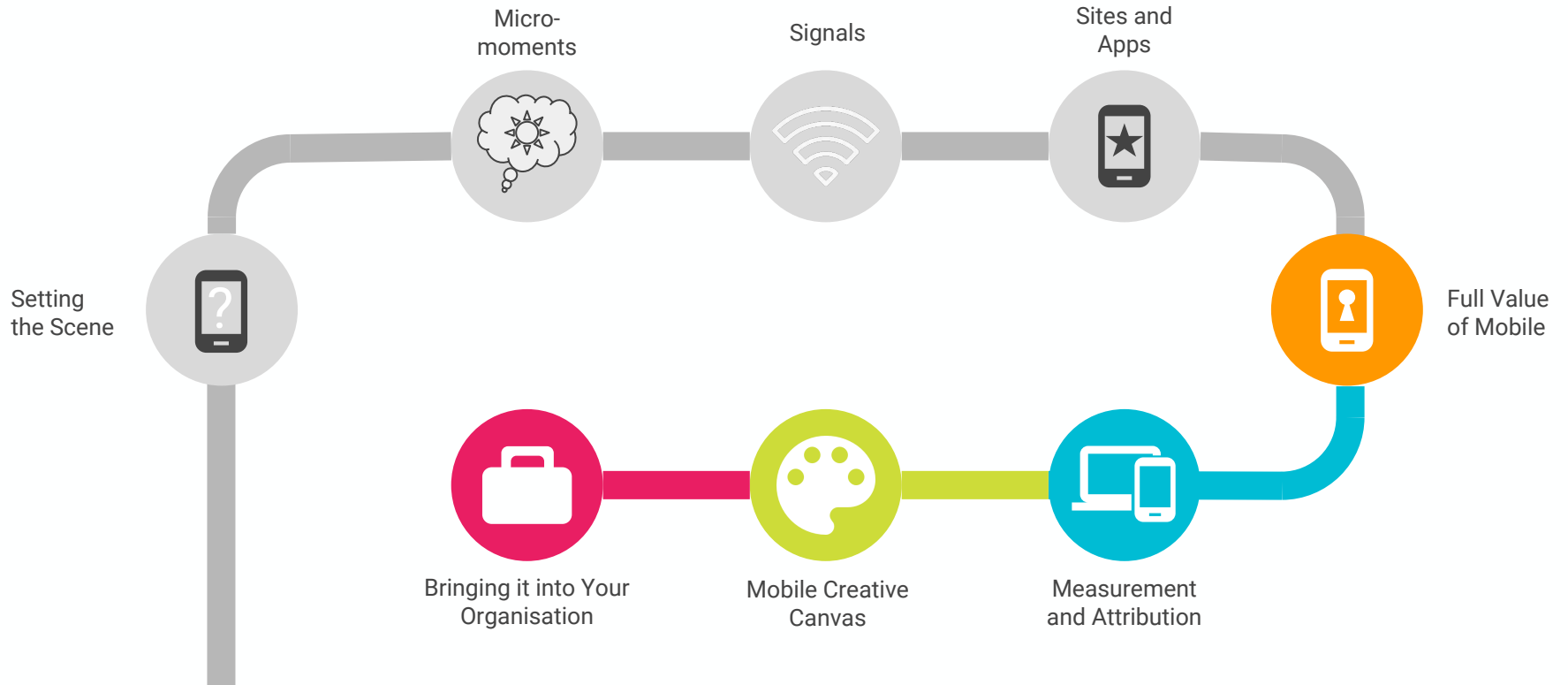




Welcome back!



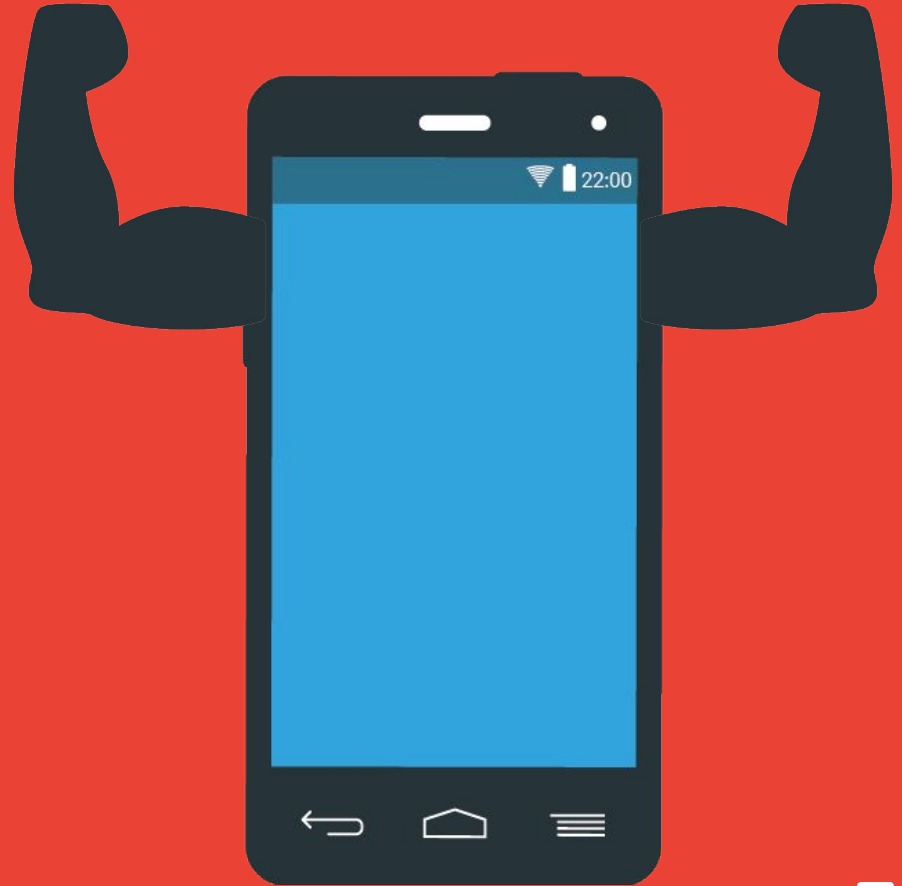
Masterclass Journey



The Full Value of Mobile



It's a Different Device With a Strong USP



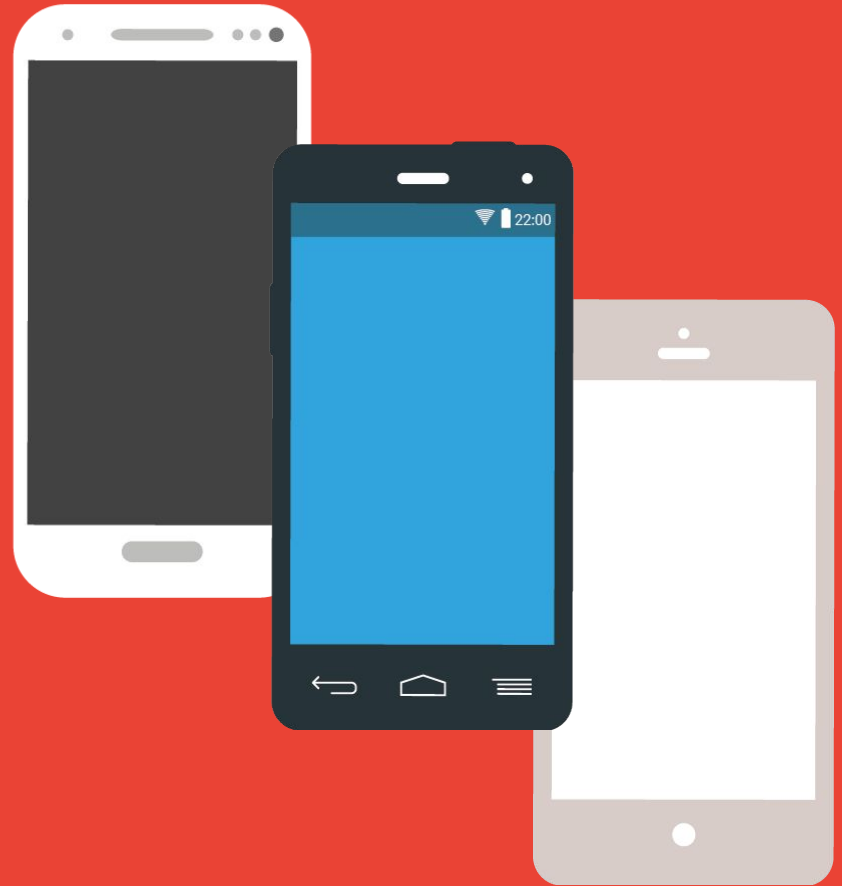
Disadvantages and Advantages of Mobile Phones

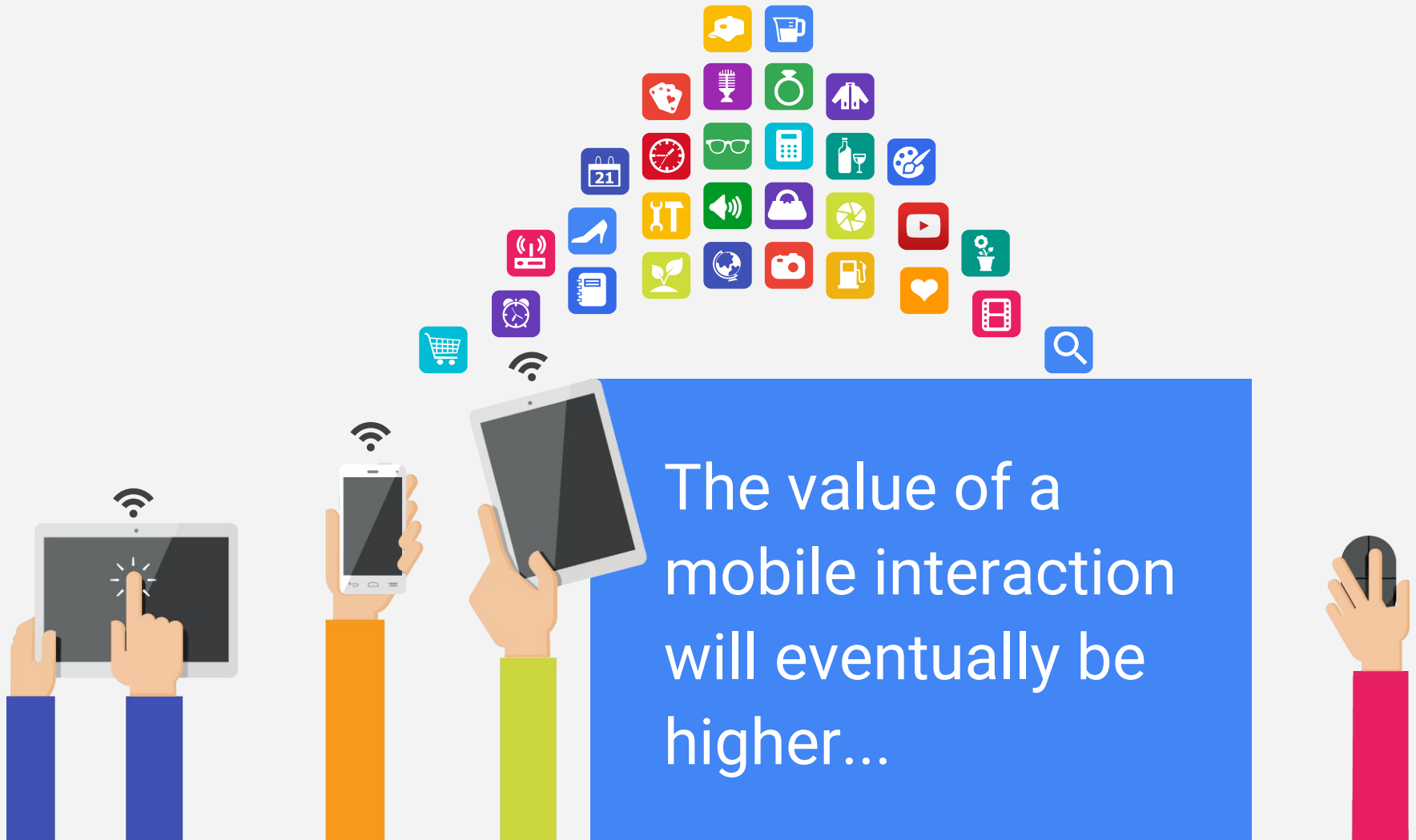
Advantages

- Find User Locations
- User Makes Calls
- Suitable for Apps
- Very Personal
- Plenty of Other Utilities

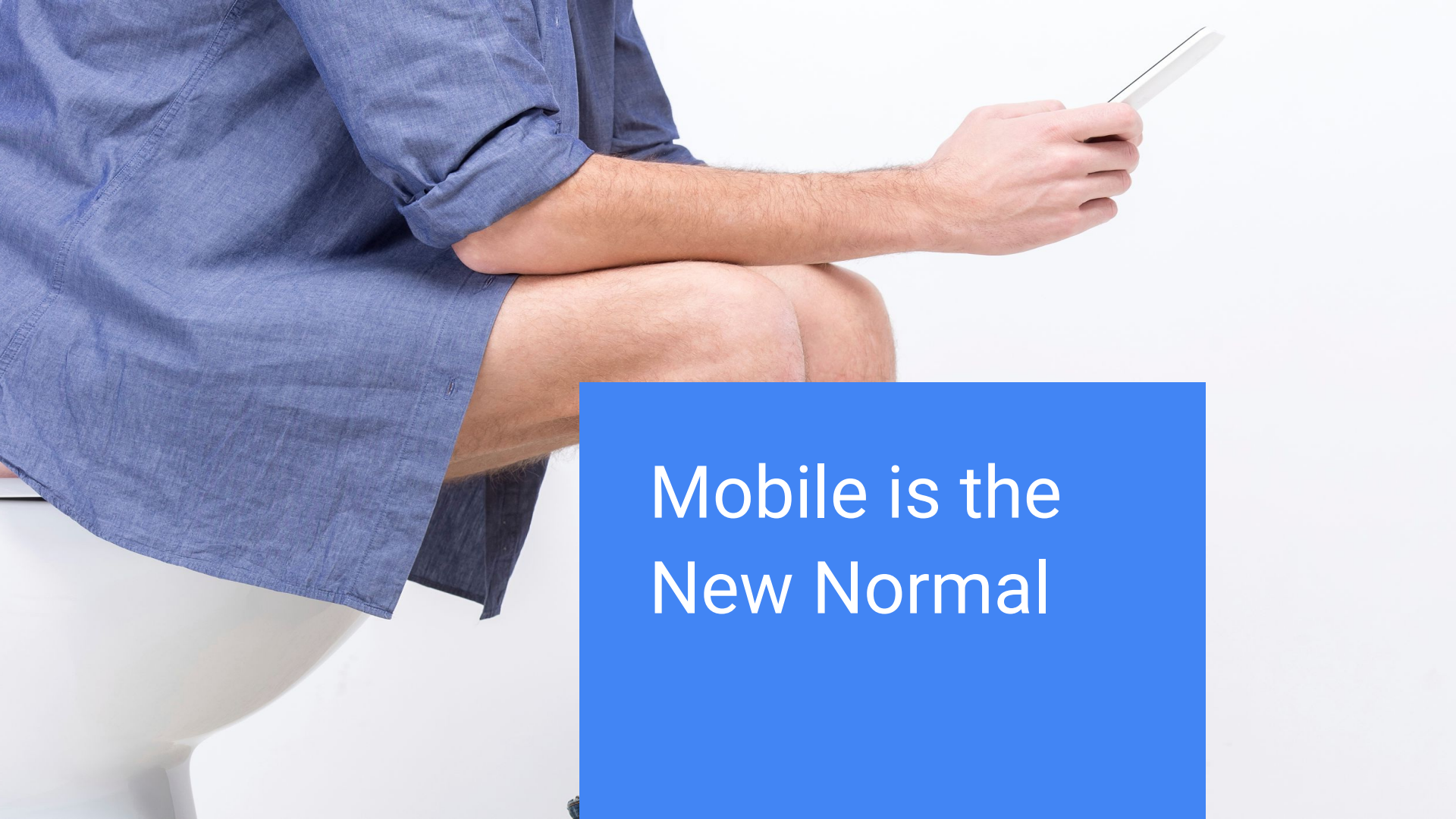
Disadvantages

- Slow typing
- Smaller Screen Size





The value of a mobile interaction will eventually be higher...



Mobile is the
New Normal

“ Mobile? Yeah, we tried it. Doesn't convert. Seriously, mobile drives no value for us. Conversion Rates are terrible, especially compared to desktop! ”

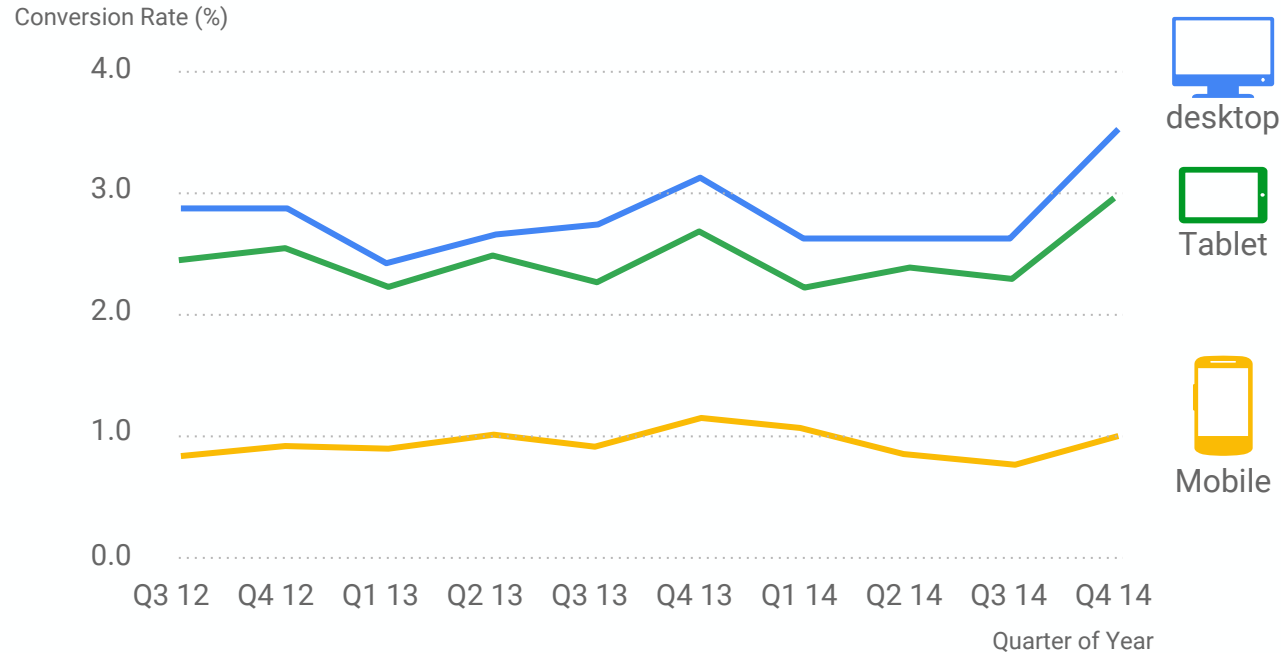


Ben, random CMO



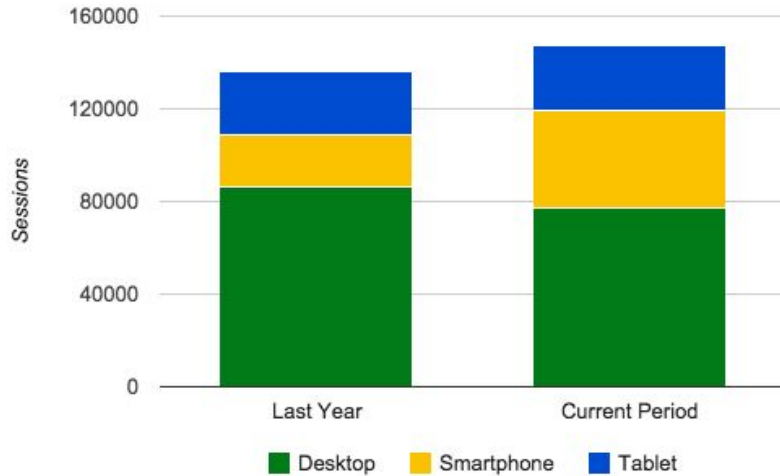
Common CMO Issue – Poor Mobile Conversion Rates

The desktop Conversion Rate is Almost 3x the Mobile Conversion Rate



Mobile Drives Growth

Visits per Device Category



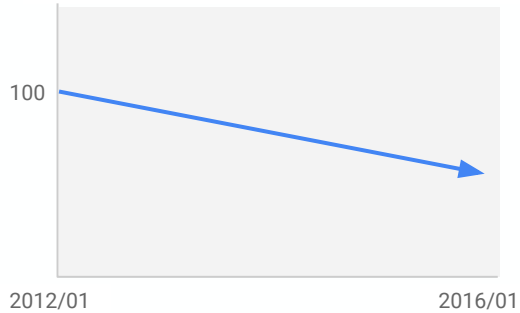
Conversions per Device Category

Device	Last Year	Current Period	Change (%)
desktop	4420	4,170	-6%
Smartphone	280	450	+61%
Tablet	1000	1,050	+5%



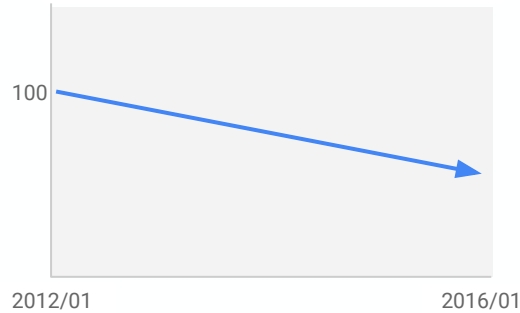
What Do You See?

Average **Page Views**
for desktop Converting
Sessions (Indexed)



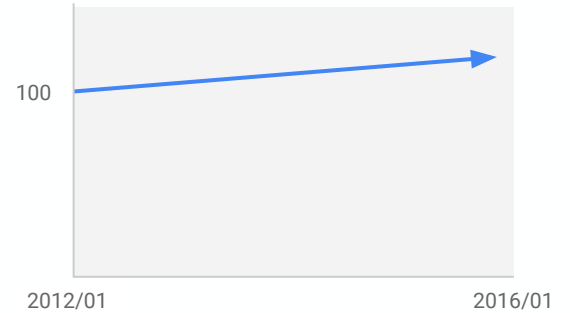
desktop users now
look at less pages
before converting

Average **Session Duration**
for desktop Converting
Sessions (Indexed)



desktop users now need
less time on site
to convert

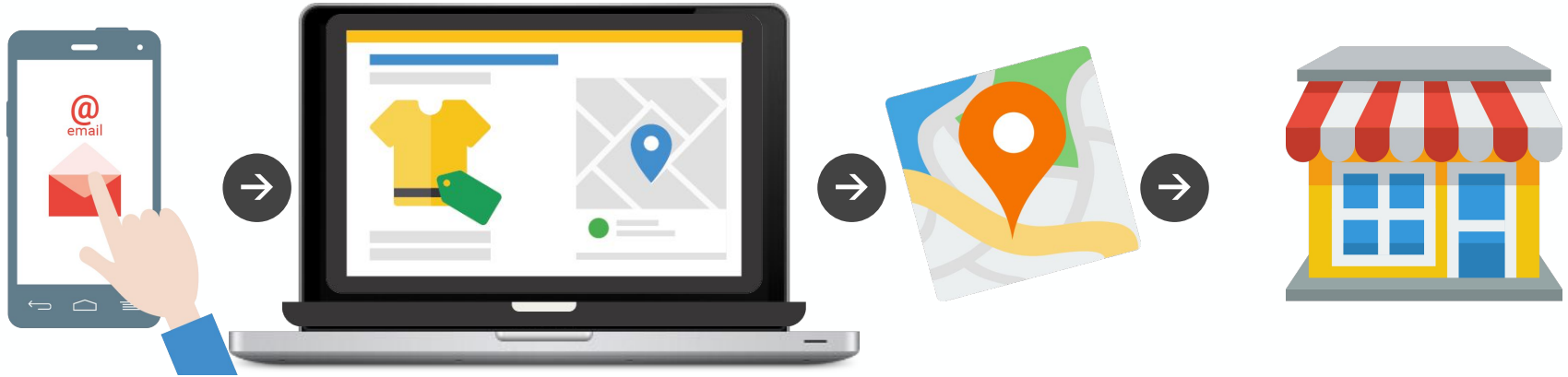
Percentage of desktop
Conversions by New Users
(Indexed)



More users now
convert on their
1st desktop visit



An Example of a Customer Journey



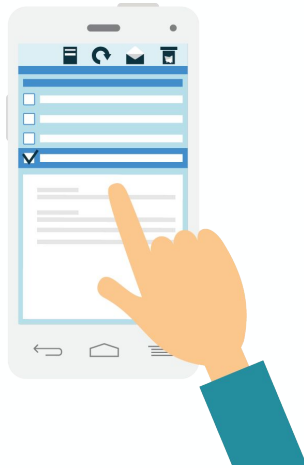
1. Opened G-Star e-mail on my smartphone

2. Visited G-Star website on my laptop

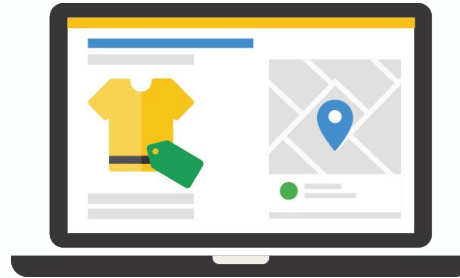
3. Found a local store that has the G-Star blazer I like through the store locator

4. Bought the blazer in the local store two weeks later

Most Databases



Joris Merks-Benaminsen, a loyal customer, opened the mail on his smartphone but did not visit the site and didn't buy anything.

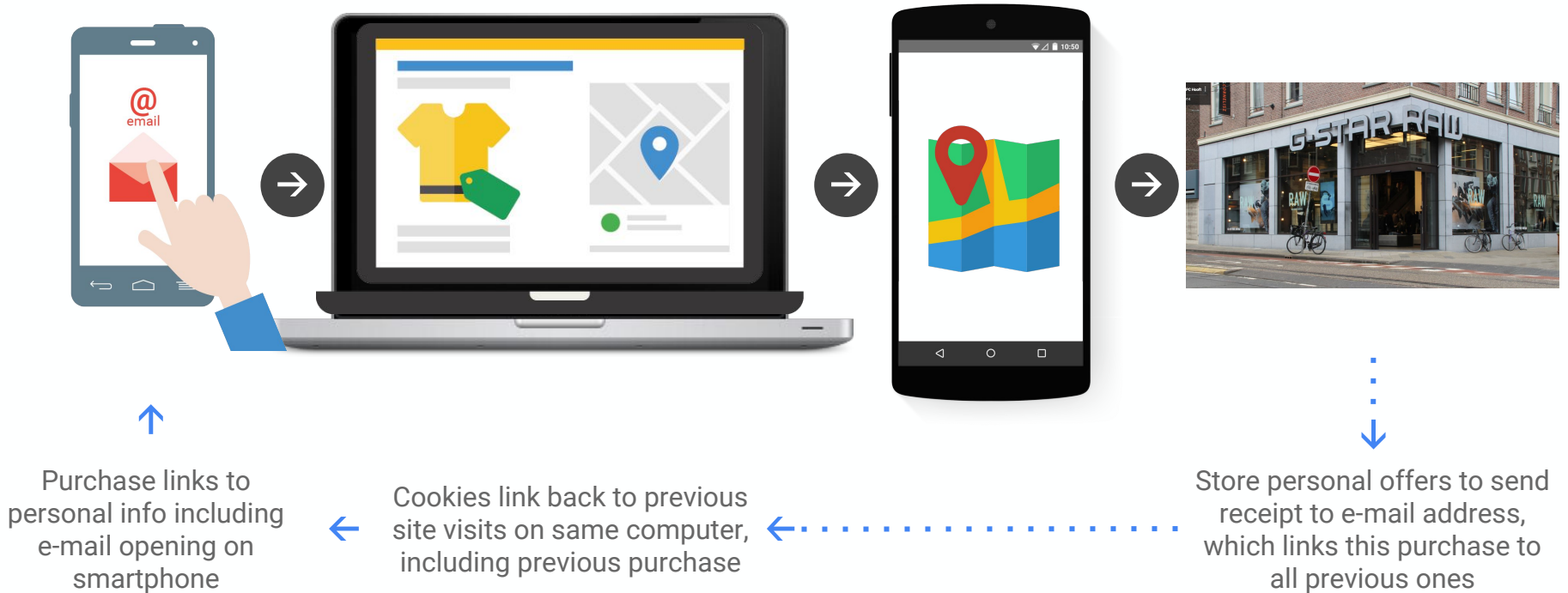


Someone visited the site on a laptop, looked at the new collection, and used the store locator, but didn't buy anything.



Someone visited the offline shop in the PC Hooftstraat in Amsterdam and bought a blazer.

Integration of CRM and Real-time Data



Ideal Customer-centric Database

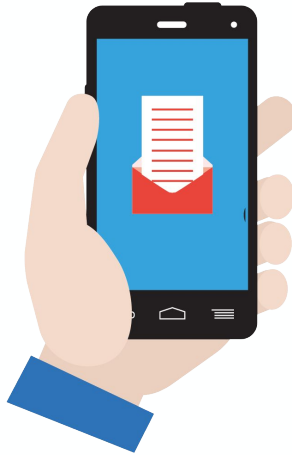


Joris Merks-Benaminsen, who is a loyal customer, **opened the mail on his smartphone**, then **visited the Website** two days later **on his laptop**, looked at a new collection, **used the store locator** and ended up **buying a blazer in the PC Hooftstraat in Amsterdam**, two weeks later.

Example of Front-end Integration



Shop
on mobile



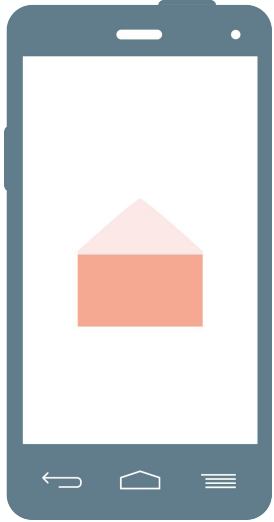
Send shopping
list to **your mail**



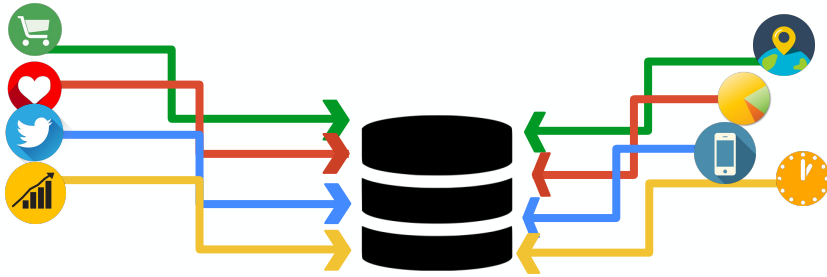
Pick it up **on your laptop**
later, and checkout



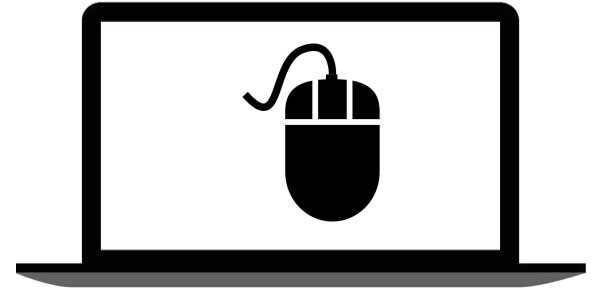
Example of Back-end Integration



E-mail interactions stored in the CRM Database

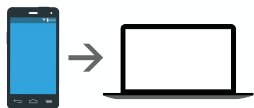


Single view of cross-screen journey



Site visits stored in Analytics Database

Fixing the Gaps – Activity



Front-end

What service can you offer to provide a seamless transition **from** the **mobile** micro-moment **towards** a **desktop** purchase?

Example: Send your shopping basket to your e-mail



What service can you offer to provide a seamless transition **from** the **mobile** micro-moment **towards** an **offline store** purchase?

Example: Do you want your receipt in your e-mail?



What service can you offer to provide a seamless transition **from** the **mobile** micro-moment **towards** your **other purchase channel(s)**?

Example: Call Centre, Events, etc.



Back-end

What connections can you create in your data to see one journey between **mobile** and **desktop**?

What connections can you create in your data to see one journey between **mobile** and the **offline store**?

What connections can you create in your data to see one journey between **mobile** and **your other purchase channels**?



Fixing the Gaps – Activity



Look at your Micro-moments

1. For each moment, **imagine that the Customer uses a smartphone first and buys in another channel**

- Buys on desktop
(left column of worksheet)
- Buys in an offline store
(middle column of worksheet)
- Buys in another sales channel important to you
(right column of worksheet)

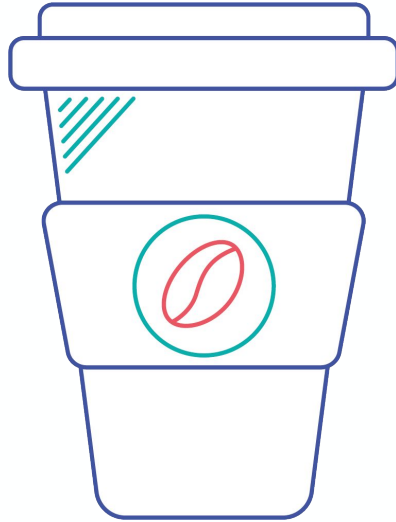
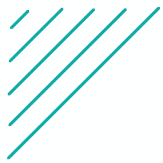
2. Describe your **front-end** integrations

- Discuss what you can do to make the transition from mobile to the other channel easier for the Customer?
- Write solutions on your worksheet

3. Describe your **back-end** integrations

- Discuss what data sources you can integrate to get a better view of what happened between channels/devices
- Write solutions on your worksheet





Break



Measurement





MEET STACEY

Stacy's Journey



Google Search
for "minivan with
side camera"



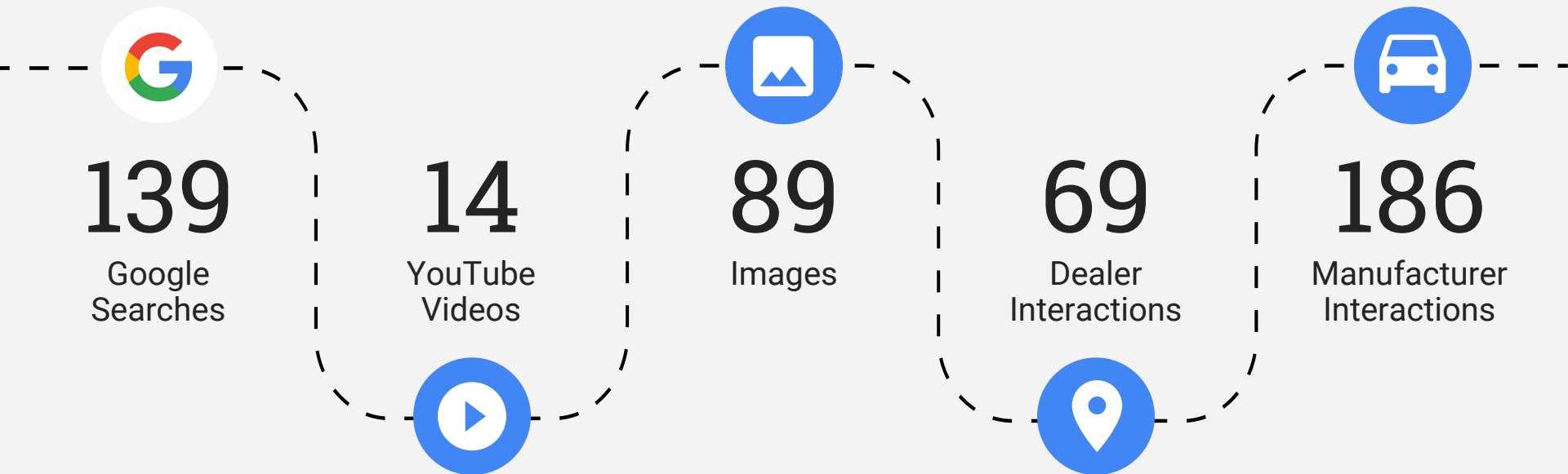
Google search
for "Brand A"



Google Search for
"best Brand A deals"

Stacy's Journey

71% Occurred on Mobile



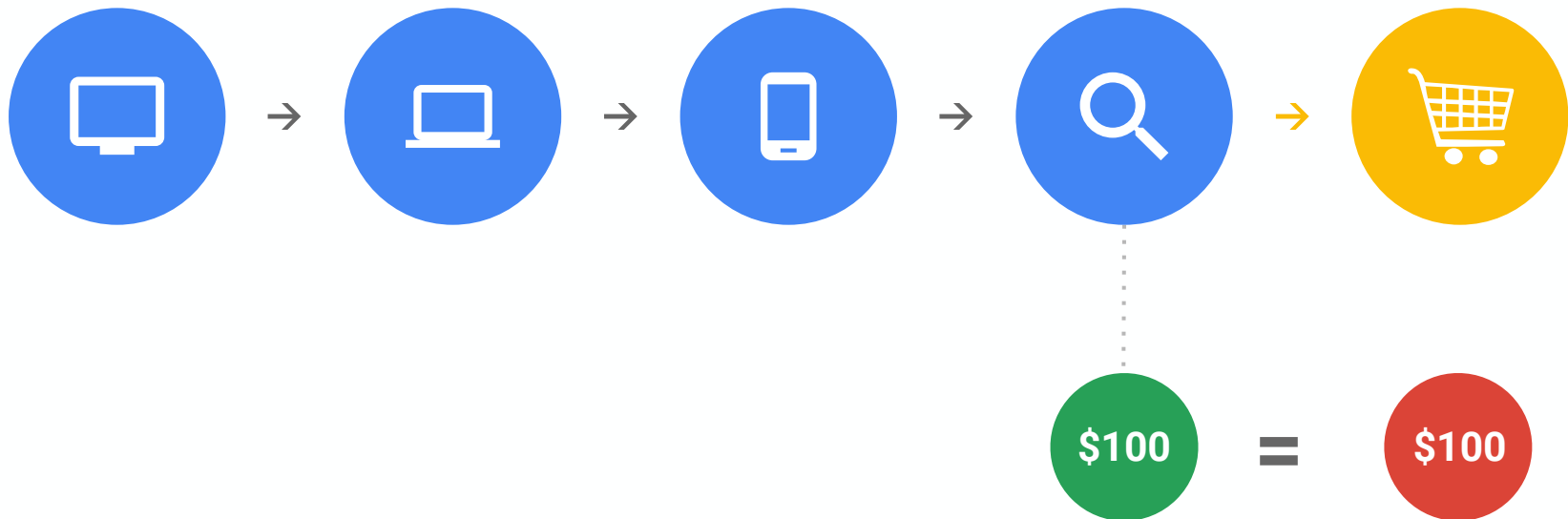
*Touchpoints = searches, website visits, video views, clicks. Source: Luth Research ZQ Intelligence™ - Luth analyzed the digital activity of its opt-in panel participants.

Mobile

broke measurement





What is Attribution Modelling?

Most tools, by default, give credit to the **last touchpoint** of a journey.



Goals

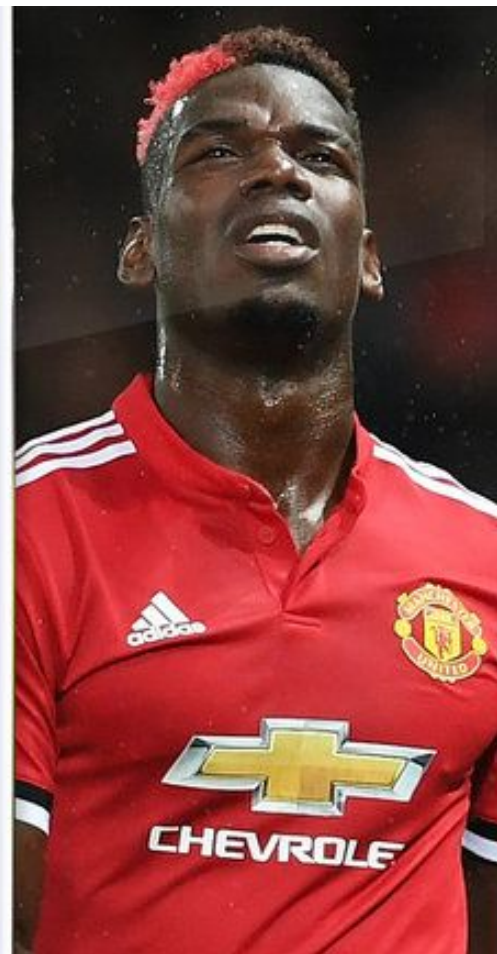
Filter By Season
2017/18Filter By Club
Manchester UnitedFilter By Nationality
All NationalitiesFilter By Position
All PositionsReset Filters 

Rank	Player	Club	Nationality	stat 
1.	Romelu Lukaku	 Manchester United	 Belgium	7
2.	Anthony Martial	 Manchester United	 France	4
3.	Marouane Fellaini	 Manchester United	 Belgium	3
3.	Marcus Rashford	 Manchester United	 England	3
5.	Paul Pogba	 Manchester United	 France	2
6.	Eric Bailly	 Manchester United	 Cote D'Ivoire	1
6.	Juan Mata	 Manchester United	 Spain	1
6.	Henrikh Mkhitaryan	 Manchester United	 Armenia	1
6.	Antonio Valencia	 Manchester United	 Ecuador	1

MANCHESTER UNITED'S POGBA PROBLEM

Man Utd 2017/18	With Pogba	Without
Chances per game	14.8	7.0
Big chances per game	3.0	1.6
Goals per game	3.0	1.6

sky sports

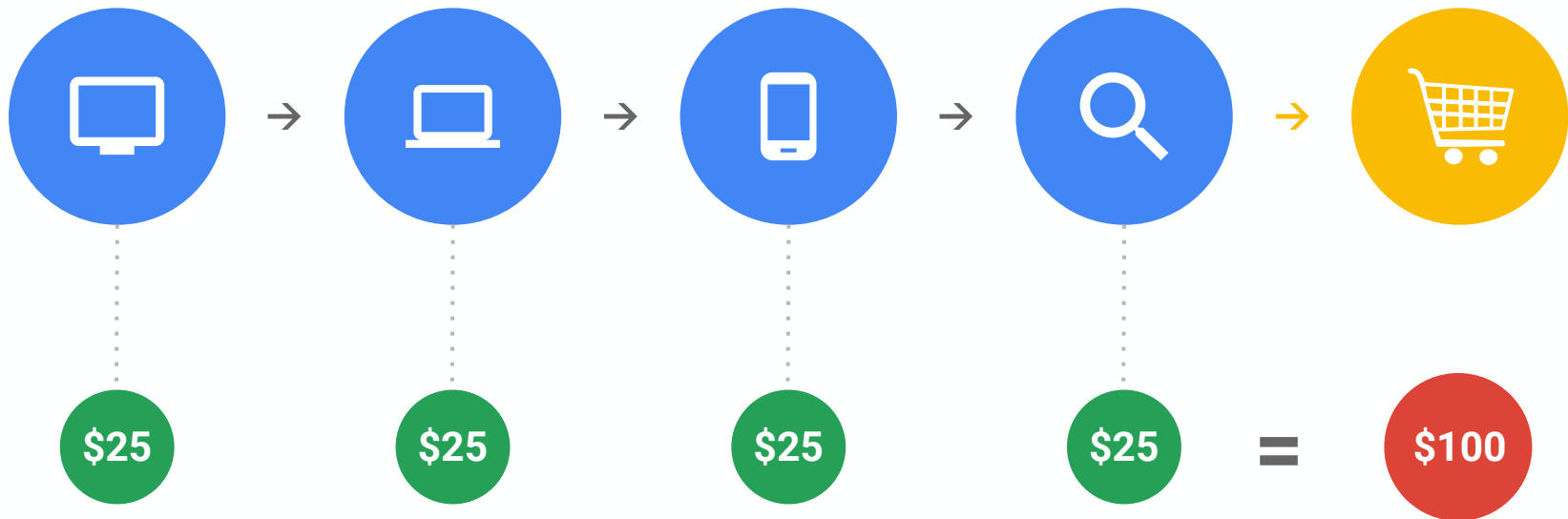


fidential



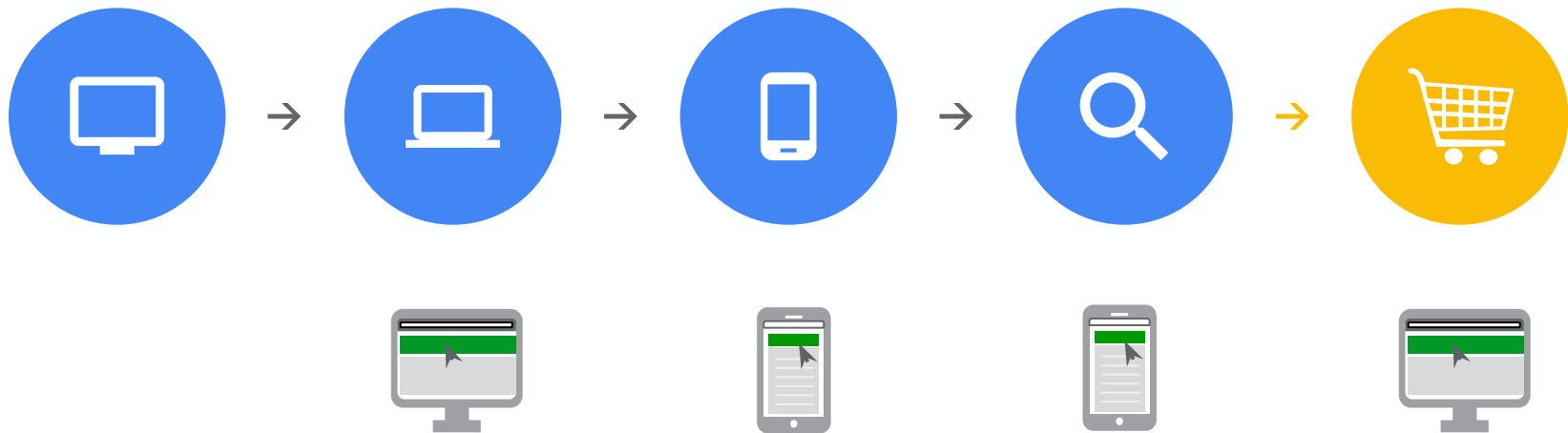
What is Attribution Modelling?

Distribute credit to **multiple touch-points** along the path to purchase.



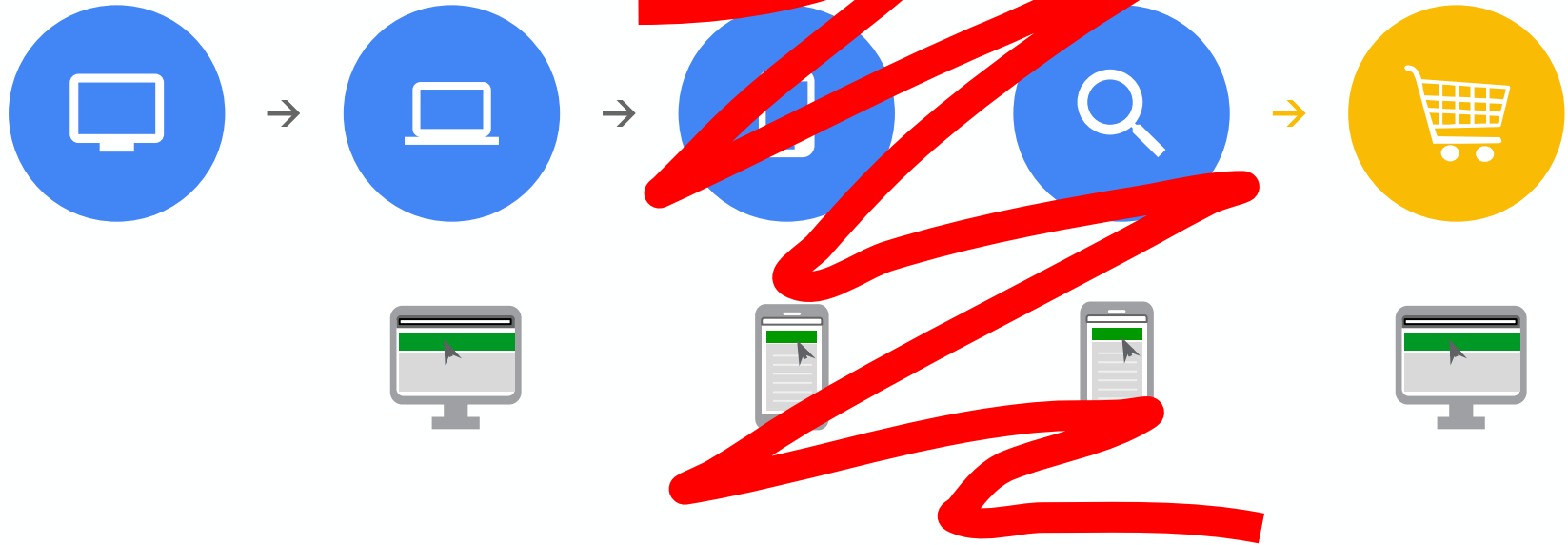
Does Your Model Work Across Devices?

Most tools can not track Customer journeys across devices.



Does Your Model Work Across Devices?

Most tools can not track Customer journeys across devices.



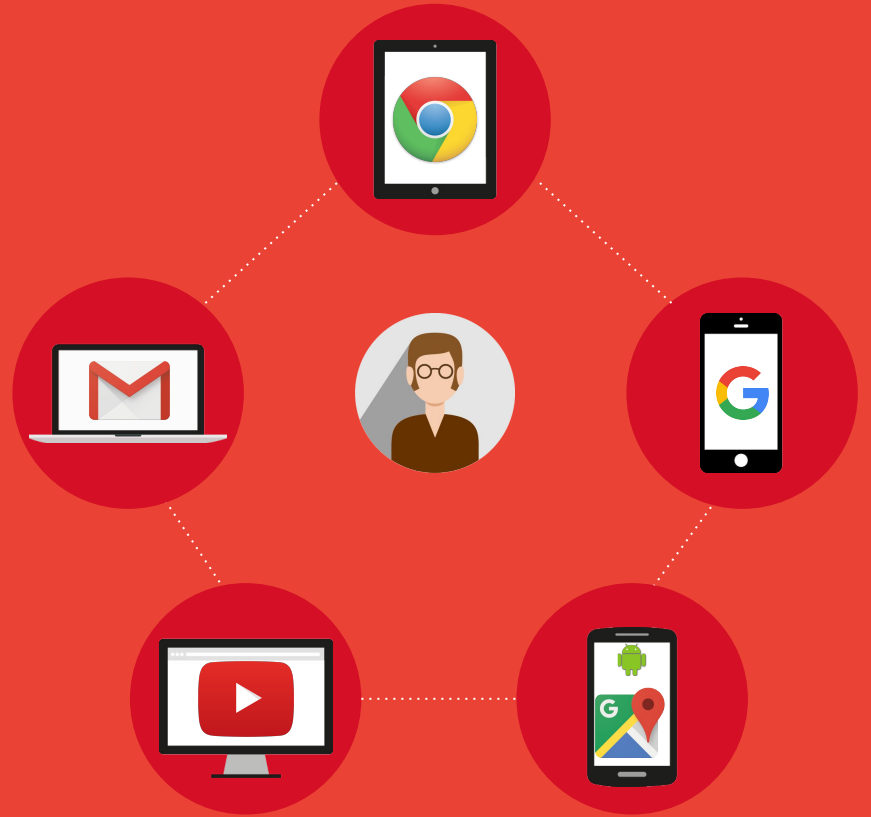
Does Your Model Work Across Devices?

Most tools can not track Customer journeys across devices.



How Google Measures Cross-device Behaviour

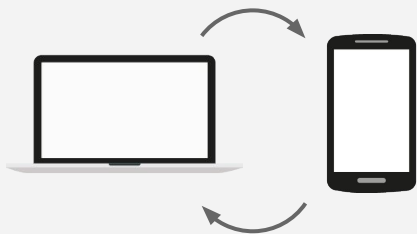
1BN +
monthly active users each



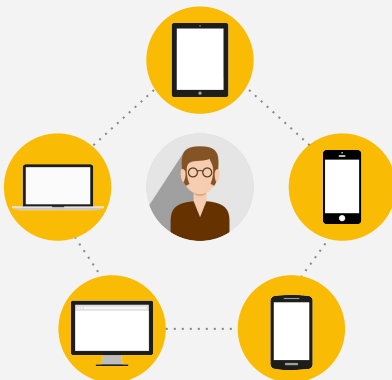
How Google Measures Cross-device Behaviour

1

Observe cross-device conversions

**2**

Estimate cross-device users and expand data to non signed-in users

**3**

Surface data only when highly confident

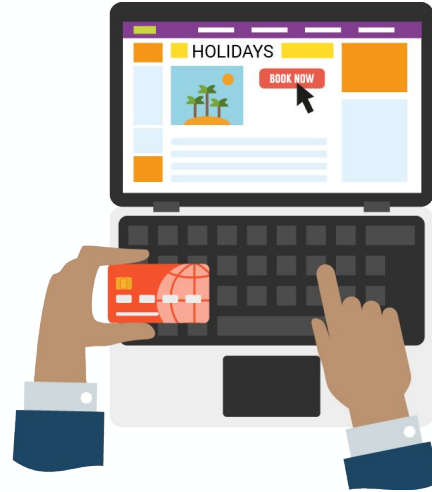


What is a Cross-device Conversion?



Customer researches holidays on mobile, and clicks an ad, but does not purchase

[User Signed into to Google Services on Mobile]



Customer visits site directly on his laptop to purchase last minute holiday

[User Signed into to Google Services on Mobile]



How Do We Report Cross-device Conversions?



All campaigns

Return to previous AdWords

- PLANNING
 - Keyword Planner
 - Ad Preview and Diagnosis
- SHARED LIBRARY
 - Audience manager
 - Portfolio bid strategies
 - Negative keyword lists
 - Shared budgets
 - Placement exclusion lists
- BULK ACTIONS
 - All bulk actions
 - Rules
 - Scripts
 - Uploads
- MEASUREMENT
 - Conversions
 - Google Analytics
 - Search attribution
- SETUP
 - Billing & payments
 - Business data
 - Account access
 - Linked accounts
 - Preferences

50K






25K

2



How Do We Report Cross-device Conversions?

← Attribution

Attribution Overview

- ▼ Conversions
 - Top Conversions
 - Assisted Conversions
- ▼ Cross-Device Activity
 - Devices
 - Assisting Devices
 - Device Paths
- ▶ Paths
- ▶ Click Analysis
- Attribution Modeling

Geo Experiments

View geo experiments reports.

Devices

Conversion Action ? History Window ?

Default


30 Days

● 3,795 of 3,795 total Conversions with Cross-Device Activity (100.00%) ?

Based on Clicks
Based on Impressions

[Show Chart View](#) ⌵

Conversions with Cross-Device Activity	Conversions	% of Conversions with Cross-Device Activity
3,795	27,243	13.93%
% of Total: 100.00% (3,795)	% of Total: 100.00% (27,243)	% of Average: 100.00% (13.93%)



Ad Interaction Device	Conversion Device		
	Mobile	Tablet	Desktop
Mobile	286	420	1,214
Tablet	109	221	58
Desktop	773	19	1,059

Only conversions which involved multiple devices are counted in this table.



How Do We Report Cross-device Conversions?

← Attribution

Attribution Overview

- ▶ Conversions
- ▼ Cross-Device Activity
 - Devices
 - Assisting Devices**
 - Device Paths
- ▶ Paths
- ▶ Click Analysis
- Attribution Modeling

Geo Experiments

View geo experiments reports.

Assisting Devices

Conversion Action ?
History Window ?
Oct 9, 2017 - Nov 8, 2017 ▼

Default ▼
30 Days ▼

● 18,363 of 18,363 total Assisted Conversions (100.00%) ?

Based on Clicks
Based on Impressions

Show Chart View ▼

Mobile Assist Ratio

0.80

12,614 Click-Assisted / 15,804 Last-Click

Tablet Assist Ratio

0.39

1,107 Click-Assisted / 2,857 Last-Click

Desktop Assist Ratio

0.54

4,642 Click-Assisted / 8,582 Last-Click

	Overall ▼	↓ Last Click Conversions	Last Click Conversion Value	Click-Assisted Conversions	Click-Assisted Conversion Value	Click-Assisted Conversions / Last Click Conversions
1	Device					
	Mobile	15,804		12,614		0.80
	Tablet	2,857		1,107		0.39
	Desktop	8,582		4,642		0.54

Rows per page
10 ▼
1 - 1 of 1
<
>

To provide a full view of device performance across the conversion path, all assisting devices are counted in this table (even if the conversion happened on the same device).



How Do We Report Cross-device Conversions?

← Attribution

Attribution Overview

- ▼ Conversions
 - Top Conversions
 - Assisted Conversions
- ▼ Cross-Device Activity
 - Devices
 - Assisting Devices
 - Device Paths**
 - ▶ Paths
 - ▶ Click Analysis
- Attribution Modeling

[Geo Experiments](#)
View geo experiments reports.

Device Paths

Conversion Action ? History Window ? Path Length

● 3,795 of 3,795 total Conversions with Cross-Device Activity (100.00%) ?

Based on Clicks Based on Impressions

[Show Chart View](#) ▾

Device Path	↓ Conversions with Cross-Device Activity
1 Desktop > Desktop	690
2 Mobile > Desktop	397
3 Mobile > Desktop > Mobile	278
4 Desktop > Mobile > Desktop	224
5 Tablet > Tablet	183
6 Mobile > Desktop > Mobile > Desktop	175
7 Mobile > Mobile	160
8 Desktop > Mobile	145
9 Mobile > Tablet	118
10 Mobile > Desktop > Desktop	110



This is What We Can Help You Track...



Cross-device Conversions

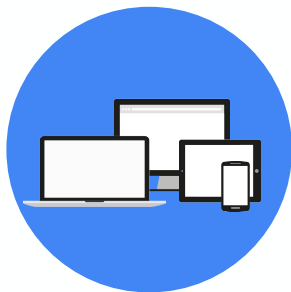


Store Visits



Calls

...So You Can Assess Conversions



Cross-device
Conversions
in AdWords



Store visits
in AdWords \times
In-store Conversion Rate
= Store Conversions

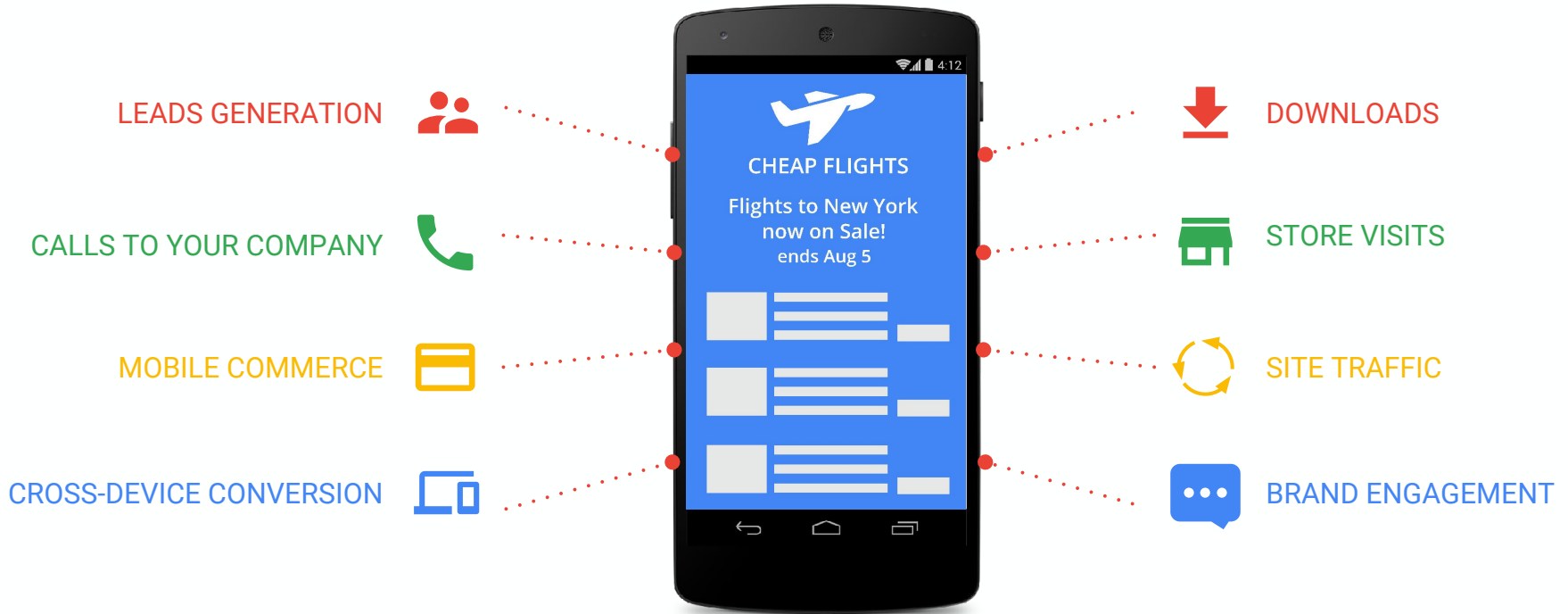


Clicks call extensions
in AdWords \times
In-call Conversion Rate
= Call Conversions

Using these data points to set mobile bids, will enable you to unleash the full value of mobile!



Have You Assigned Value to All KPI's?





Elite

VS



Mainstream



Focus on
customer value



Treat segments
differently




Prioritize
experiments

A photograph of two young women in winter attire. The woman in the foreground has long black hair and is wearing a white fur-lined jacket with purple floral embroidery on the sleeve. She is smiling and looking at a smartphone held in her hands. The woman behind her has bright pink hair and is wearing a grey knit hat and a grey cardigan over a blue top. They appear to be in a retail environment, possibly a clothing store, with a glass display case visible on the right. The background is blurred with warm, bokeh lights.

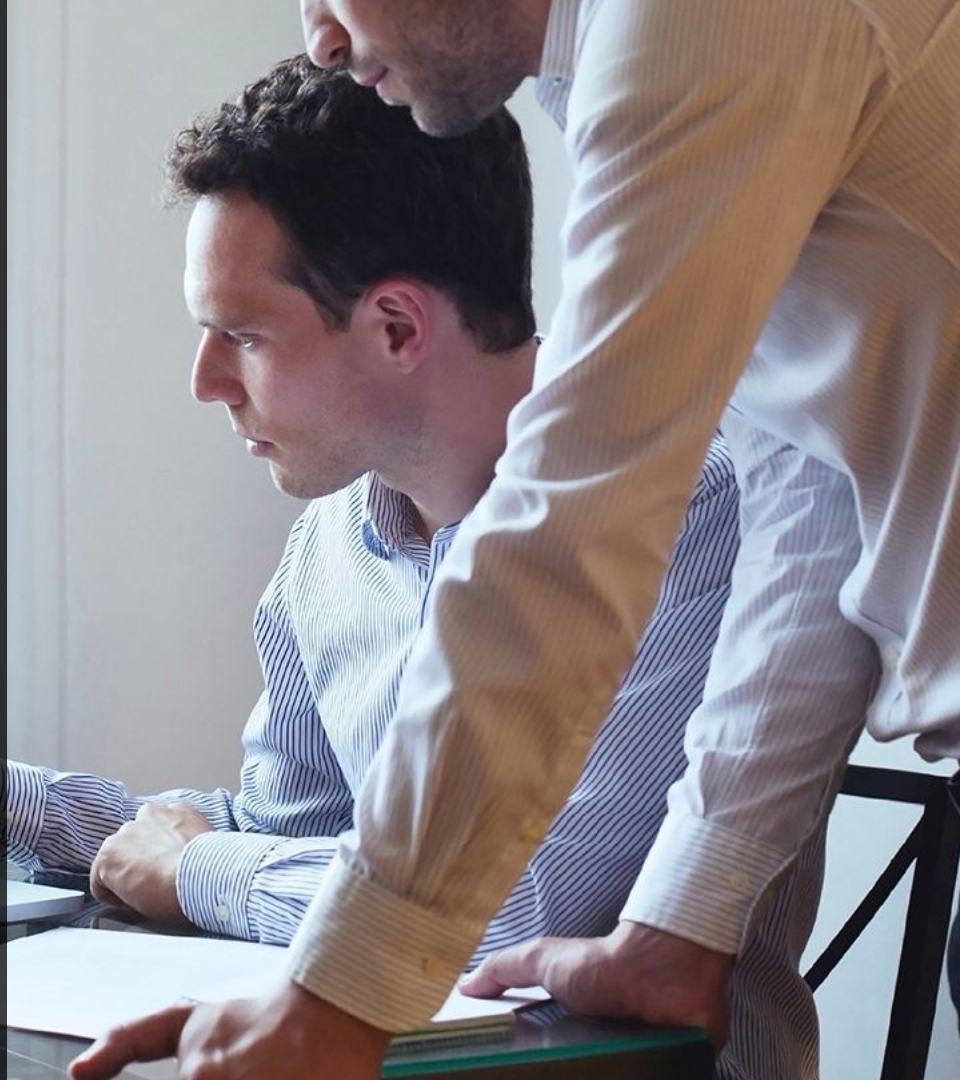
FOCUS ON CUSTOMER VALUE

Value customers, don't just count them



Marketers who tie
performance to
business objectives

3x more likely to
hit their goals



CHALLENGE:

How can mobile micro-moments
impact business results



266%

Increase in non-brand
mobile bookings
(different value than
“normal”!)

[Source](#)

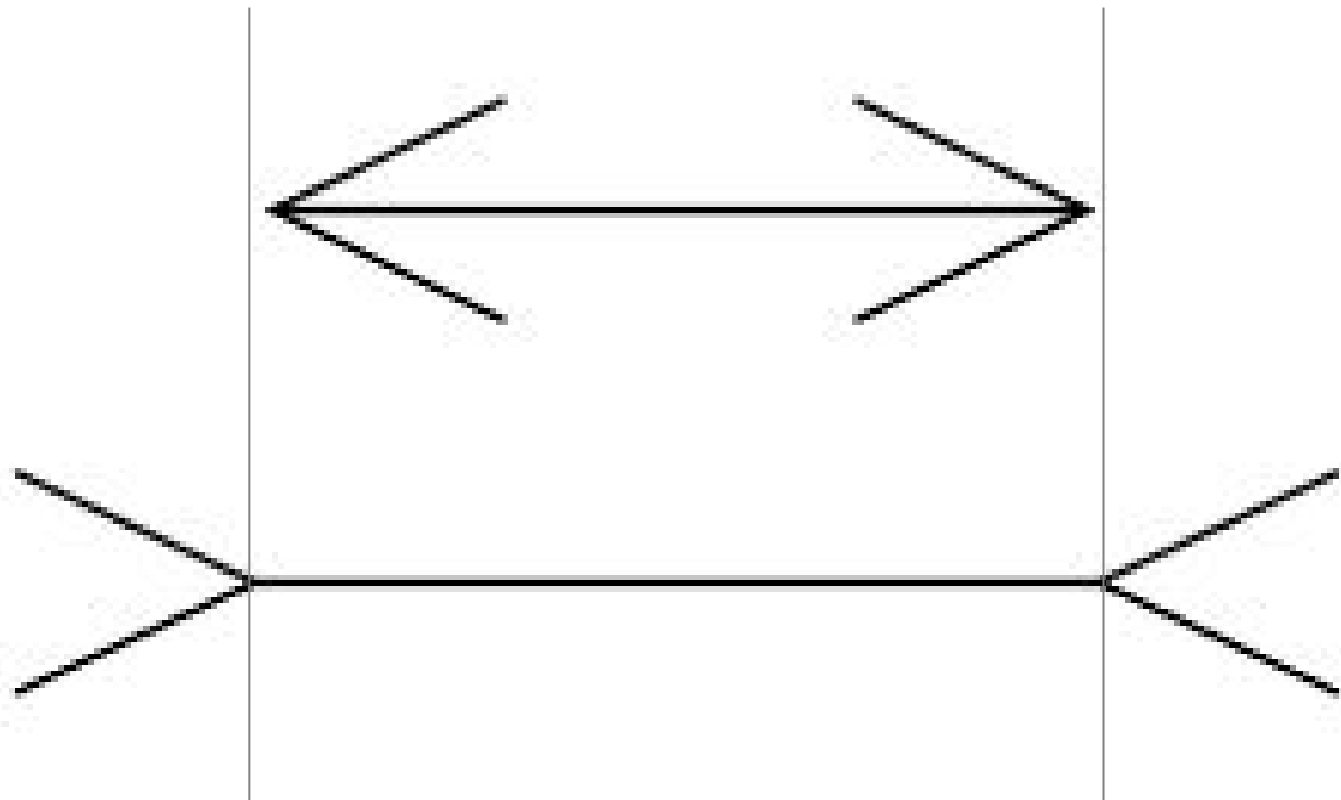


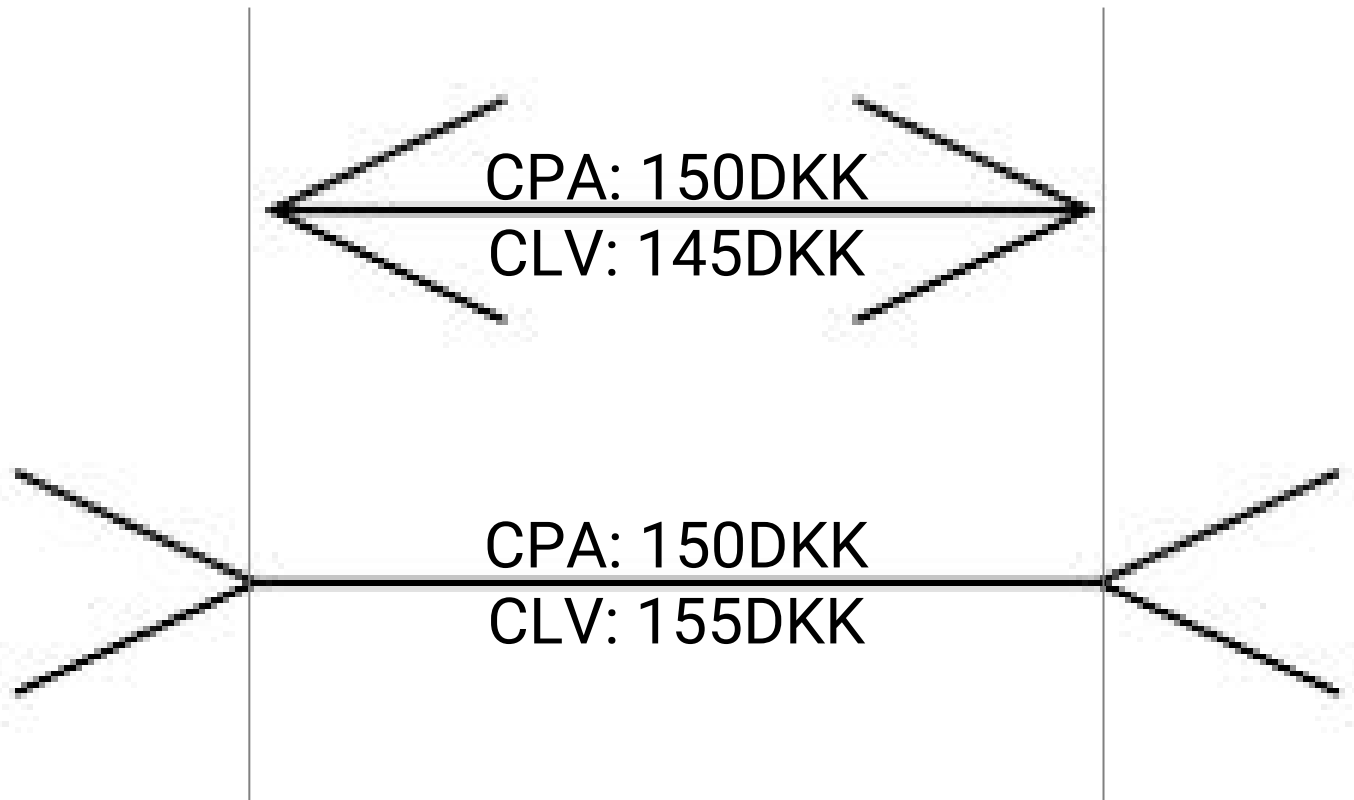


Leading Marketers are

1.5x

as likely to use a
consumer-centric metric,
like CLV, to measure success







9x

gap between
customer lifetime
value and CPA

The image shows a dark blue landing page for Zmarta. At the top left is the Zmarta logo with the tagline "Gör din ekonomi smartare". To the right are navigation links: LÅN, FÖRSÄKRING, KREDITKORT, SPARANDE, ZMARTA TIPS, and a prominent blue button labeled "ANSÖK NU". The main headline reads: "Zmarta är en ny finansiell tjänst där du jämför lån och försäkringar för att hitta de bästa alternativen." Below this is a sub-headline: "Zmarta låter flera olika långivare och försäkringsbolag tävla om att ge dig det bästa erbjudandet, så att du kan välja det som passar dina behov bäst. Det är lika enkelt som det är kostnadsfritt." There are two buttons: "ANSÖK NU" and "SE FILMEN OM ZMARTA". On the right side, there are four circular icons with text: 1. "Låna upp till 500 000 kr" with a stack of coins icon. 2. "Räntor från 3,25 %*" with a line graph icon. 3. "17 års erfarenhet 1 miljon nöjda kunder" with a calendar icon. 4. "Över 20 långivare 1 kreditupplysning (UC)" with a document icon.

"Before the implementation, we used to discuss how much our advertising with Google should cost. Now we are discussing how much we earn."

– Mattias Hallgrim, CMO, Zmarta Group

"... Revenue has increased by 111%, while return on investment has grown by an impressive 59%..."

What:

- Develop accurate understanding of marketing efforts' impact on bottom line
- Refine optimisation techniques to attain comp. adv

How:

- Used Google UA measurement protocol
- Moved beyond single device attribution
- Shifted from CPA to profit-driven optimisation
- Multiple signals to understand mobile impact



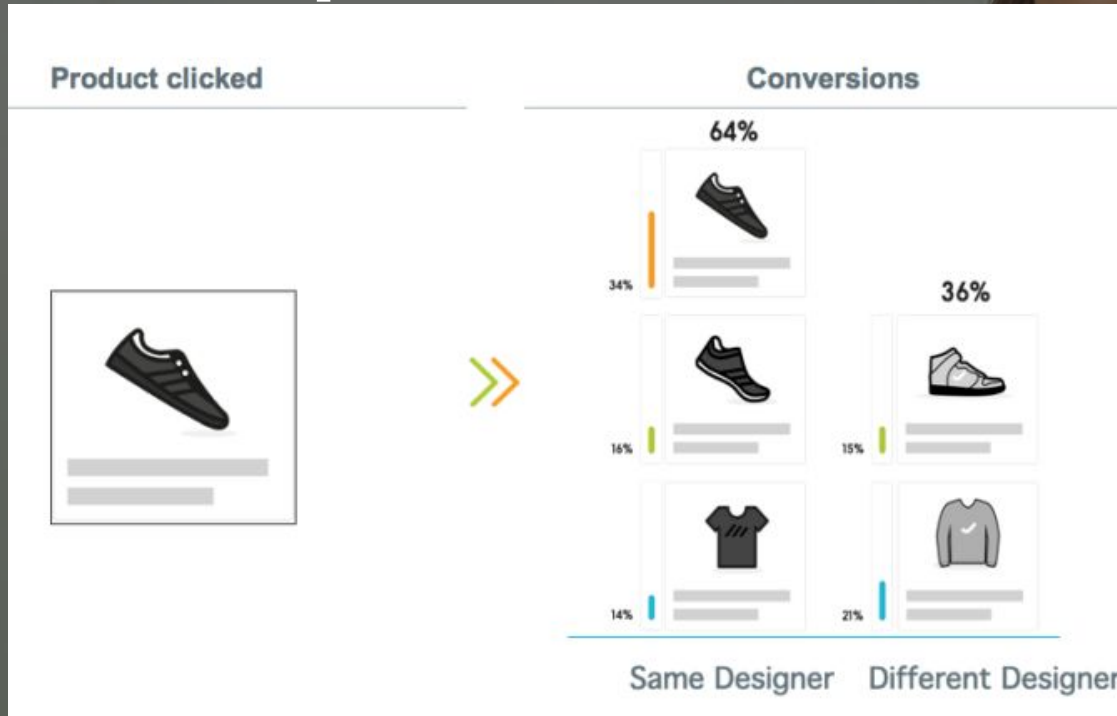
Do you know the value of your customer segments, and are you using that information to inform and attribute your marketing strategy and tactics?




TREAT SEGMENTS DIFFERENTLY

Don't market to the average

The problem with an AW campaign?




Clicked product
↔
Product profit

A man and a woman in business attire are looking at a tablet together. The man is on the left, wearing a light blue shirt and a striped tie, and the woman is on the right, wearing a green turtleneck. They are both wearing glasses. The background is a light-colored wall with some sticky notes and a red line drawing.

Organizations that leverage customer behavioral insights outperform peers by

85% and **25%+**
in sales growth in gross margin



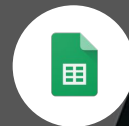
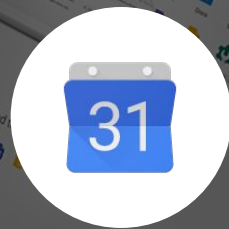
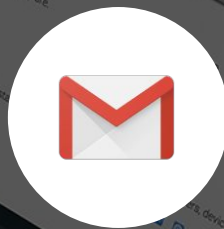
Leading marketers are

50%

more likely to increase investments
in capabilities like machine learning
to predict customer needs

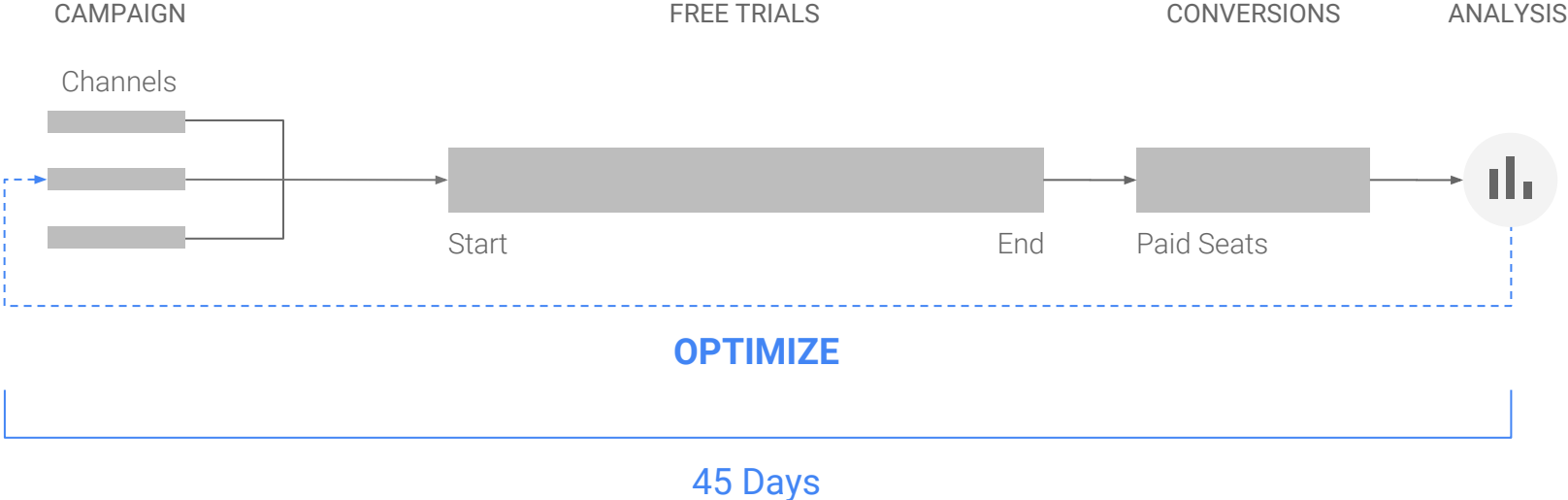
**WHICH CAMPAIGNS
ARE DRIVING
THE MOST PAID
G SUITE USERS?**

G Suite



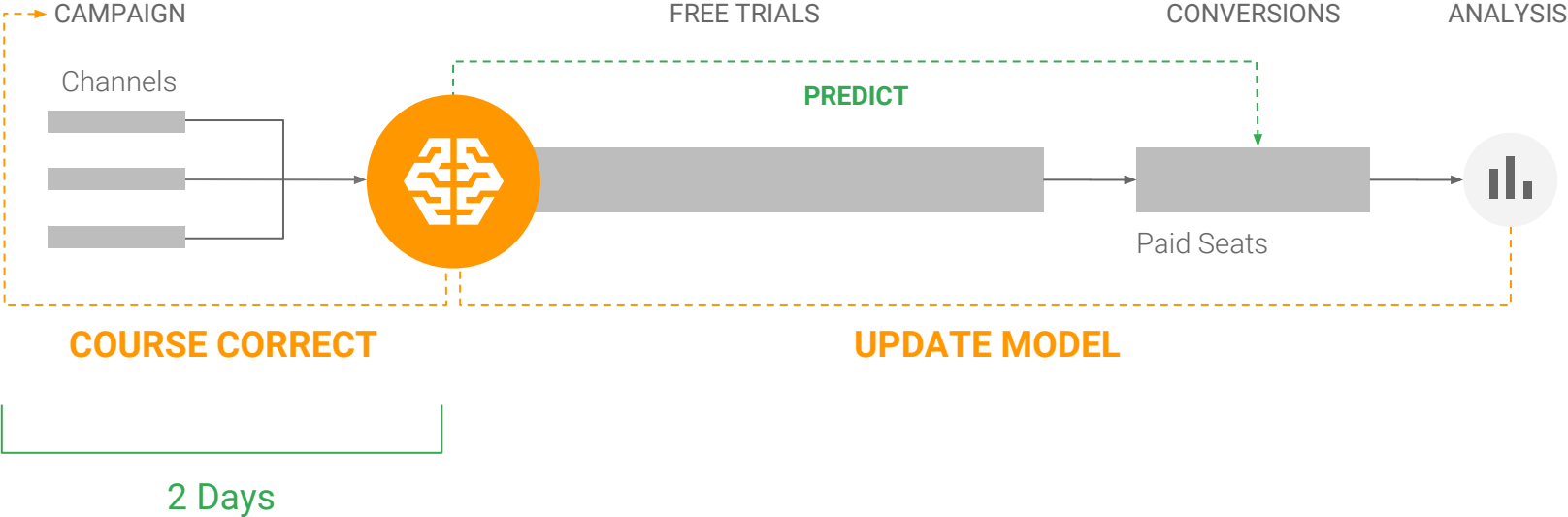
Customer Acquisition for G Suite

Traditional marketing model requires **45+ days** to optimize

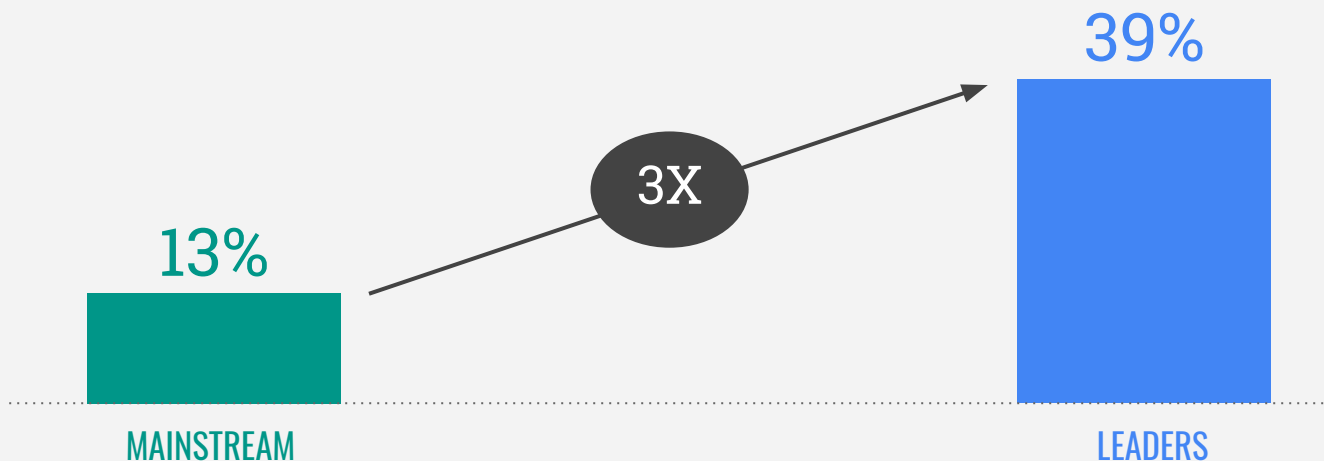


Customer Acquisition for G Suite

2-day marketing optimization model



“There will always be gaps in the data connecting people, channels and devices”



Leaders are *3x as likely to strongly agree* that there will always be gaps in the data connecting people, channels and devices.



What new customer
insights could we unlock by
combining our customer data?

A photograph of three people in a meeting. On the left, a man with a beard and dark hair is looking towards the center. In the middle, a woman with curly hair is looking down at a notepad and holding a white mug. On the right, a man with glasses and a dark t-shirt is pointing at a whiteboard. The background is a bright, modern office space with large windows.

PRIORITIZE EXPERIMENTS

Take leaps, not steps

99% chance that you
are in 10 a/b tests.....





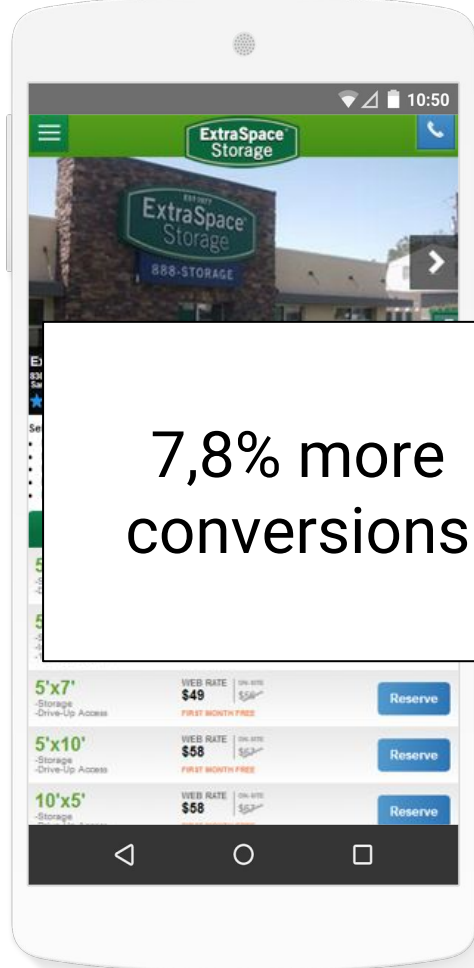
more than 20.000 a/b
tests per year



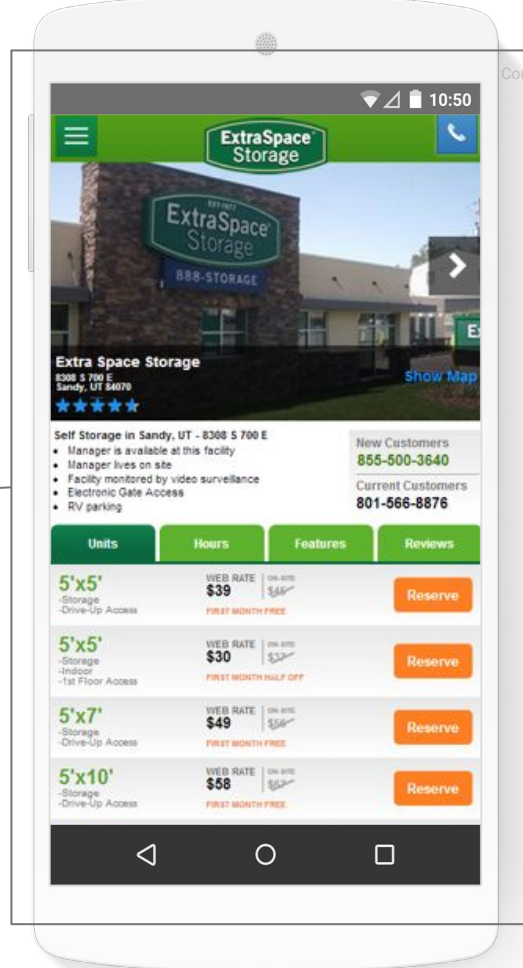
Let's test you!

Which option had the highest performance?

Example 1:
Orange or Blue buttons?



7,8% more conversions

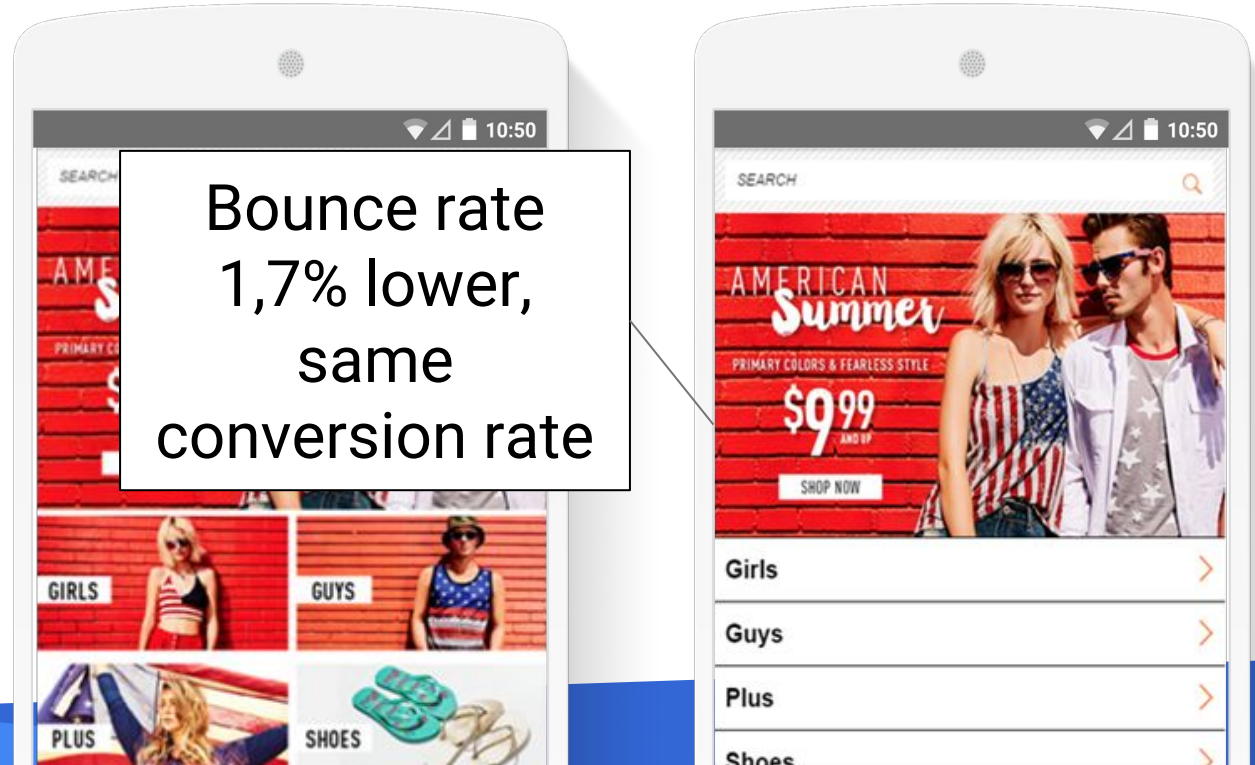


Confidential

Source: <https://www.whichtestwon.com/case-study/does-button-color-matter-on-mobile/>

Which option had the highest performance?

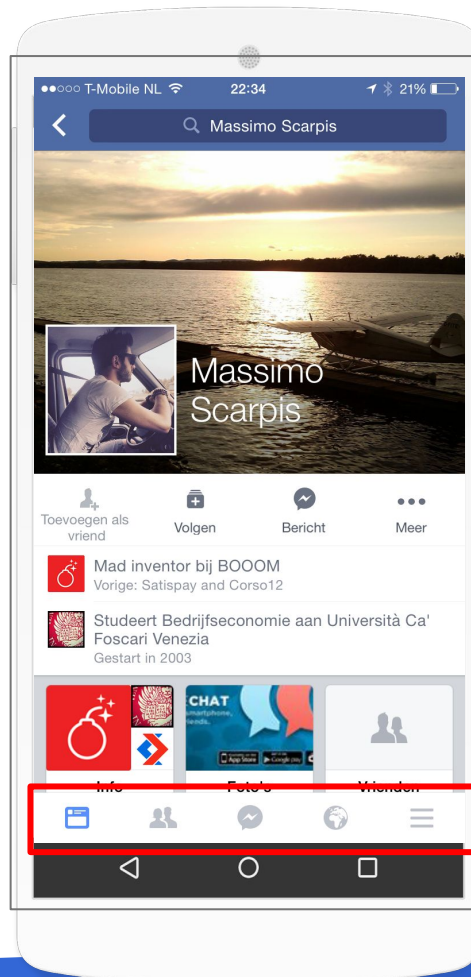
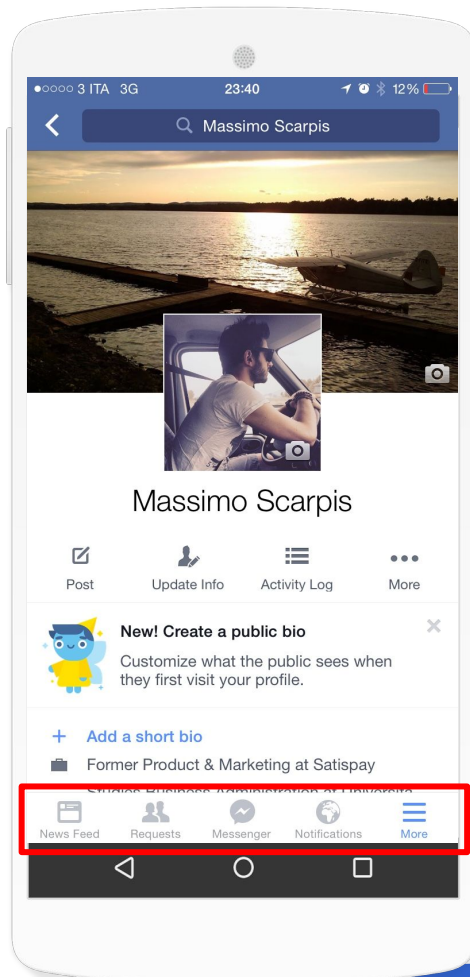
Example 2:
Visual or textual
category navigation



Source:
<https://www.whichtestwon.com/test/rue21-2015-mobile-navigation-silver-winner/>

Which option had the highest performance?

Example 3:
Icons with or without text

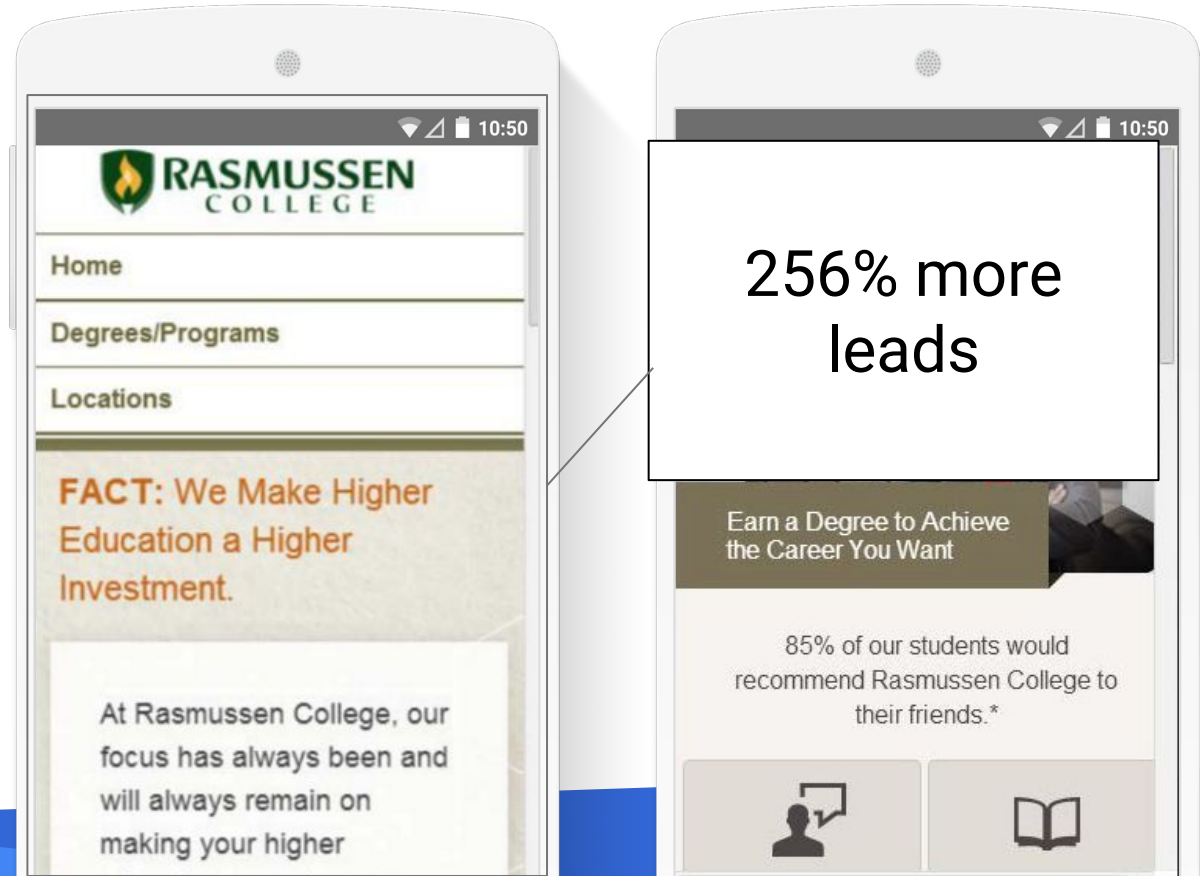


Confidential

Which option had the highest performance?

Example 4:
Which Type Of Mobile Site Increased Leads From PPC Traffic? Responsive Design vs. Stand-Alone Mobile Site

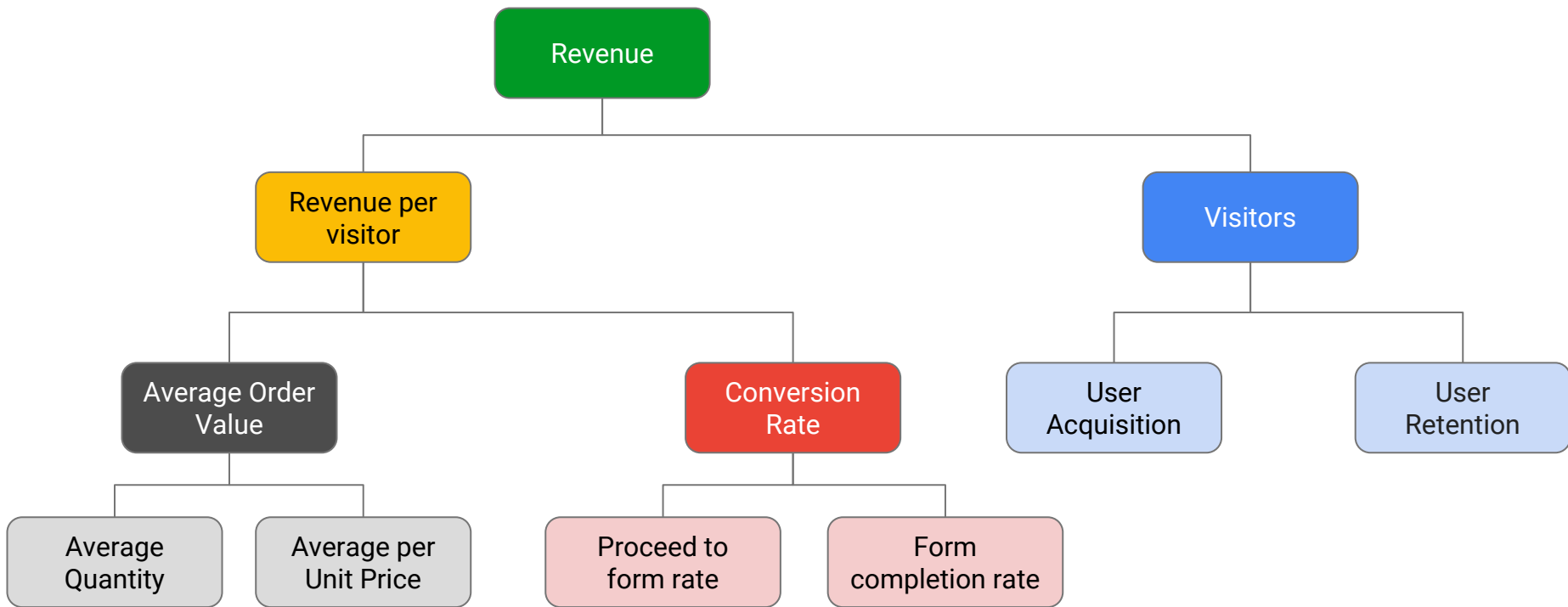
Source:
<https://www.whichtestwon.com/test/mobile-site-increased-leads-ppc-traffic/>

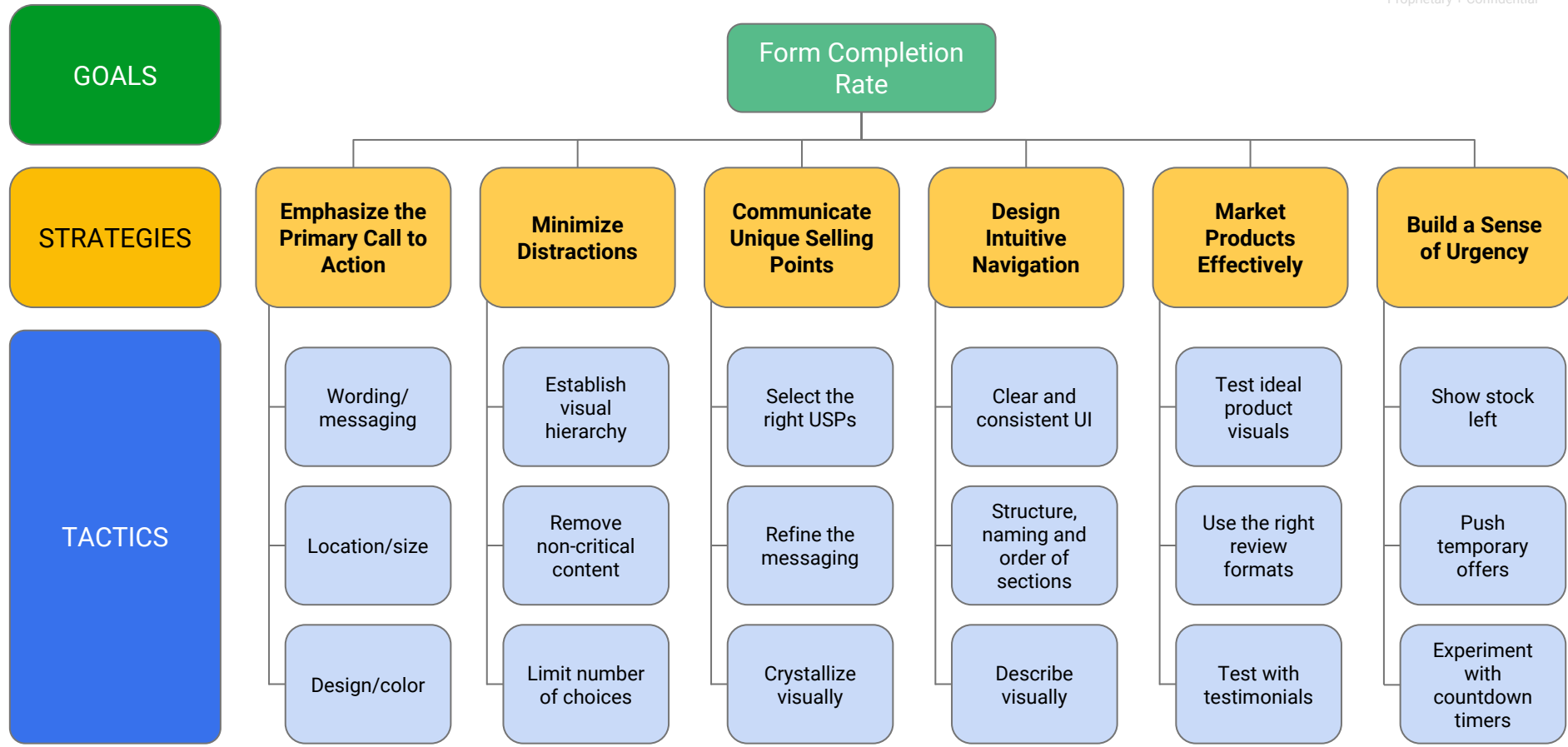


30% of A/B tests are **successful**. This also means that if you do not a/b test, there is a **70%** chance that if you implement a change on your website it will have **no** or a **negative** impact on your revenue.

Always measure for business results

Proprietary + Confidential





GOALS

STRATEGIES

TACTICS

Form Completion Rate

Emphasize the Primary Call to Action

Minimize Distractions

Communicate Unique Selling Points

Design Intuitive Navigation

Market Products Effectively

Build a Sense of Urgency

Wording/messaging

Location/size

Design/color

Establish visual hierarchy

Remove non-critical content

Limit number of choices

Select the right USPs

Refine the messaging

Crystallize visually

Clear and consistent UI

Structure, naming and order of sections

Describe visually

Test ideal product visuals

Use the right review formats

Test with testimonials

Show stock left

Push temporary offers

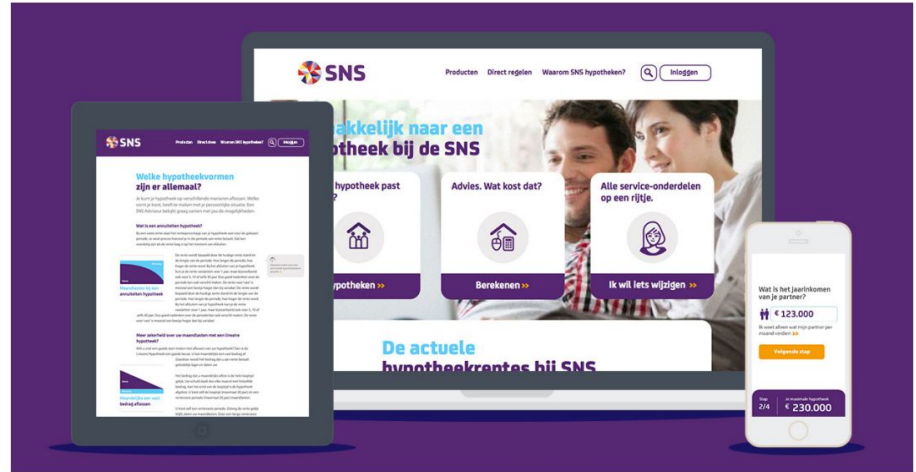
Experiment with countdown timers

And in the real world

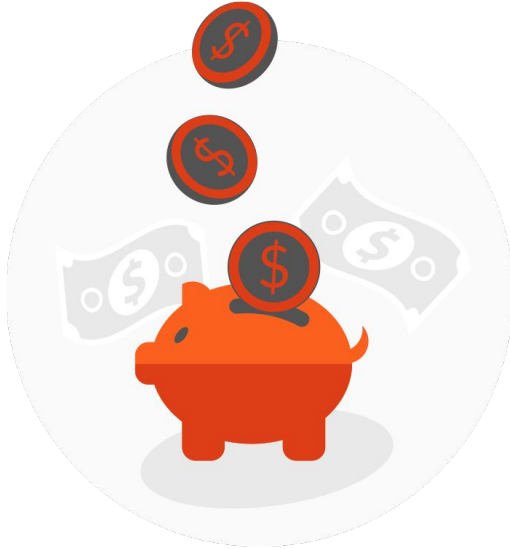
“We’re seeing an average of 15% increase in conversion rates for all of our product pages”

Jelle Plienaar, Web Analyst, SNS Bank

“All the tests were evaluated once done, but not many people knew about the knowledge gained from these tests. **That’s why we created a conversion guide.** Now everyone can benefit from the learnings in the future, for example when writing texts or designing new parts of the website.”



Source: [SNS Bank case study](#)



	<u>Before</u>	<u>After</u>	
Paid Clicks	10000	10000	
Conversion Rate	6%	6.90%	15%

Conversions	600	690	
Revenue per Conversion	100	100	
Total Revenue	\$60,000.00	\$69,000.00	
Margin	25%	25%	↓
Other Costs	\$45,000.00	\$54,000.00	
Advertising Cost	\$10,000.00	\$10,000.00	

Profits	\$5,000.00	\$5,000.00	
ROI	50%	50%	



Do you have a process
for experimentation across the
full customer journey?



Focus on
customer value



Value and
attribute
differently



Prioritize
experiments

Measurements for Today's Customer Journey



Focus on
the Right **Metrics**



Value your
Best
Customers



Attribute
Value across
Channels



Validate
Impact



Mobile KPI's activity!



1. Look back at your micro-moments:

Which Customer behaviours would be indicators that the person is successfully engaging with your brand/organisation in this moment?

- Use worksheet as source of inspiration – example behaviours are on the left side
- Write desirable behaviours on post-it notes and stick them on the micro-moments they apply to

2. Ask yourself for each micro-moment:

How would you translate the desirable behaviours into KPI's?

- Use worksheet – example KPI's are on the right side
- Write KPI's using different coloured post-its and stick them on the micro-moments they apply to



What Behaviours are Indicators of Success in your Micro-moments?

Which KPI's Quantify Success in Your Micro-moments?

Example Behaviours

I am using a product / page / app / service

I went to a physical store to buy something after some online research

I've interacted with an ad

I've downloaded and installed an app

I've researched something on one device and bought it on another

A friend shared a link and I clicked it

I watched a video till the end

The amount of money I spent in total for this product

I purchased this product x-many times

I look for a specific product on a Web page

I've seen this before and I've come back to do more reading

I use the app several times a day/week/etc

I purchase this product on a regular basis

I searched and found online without clicking an ad

I've made a search for a nearby local business

I've signed up for something / subscribed for something

I purchase a product / subscribe

I've seen a video ad

I spent x€ on average regularly on something

I explore on multiple (sub-)Web pages for a product

I've searched for opening hours & directions

I have configured a product

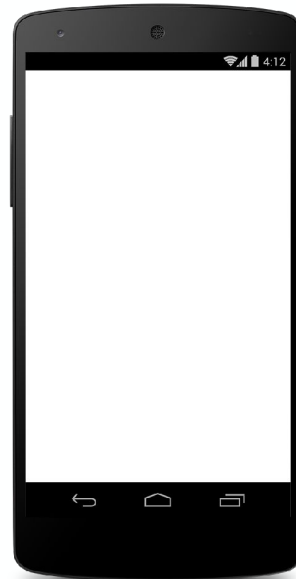
I remember that I've seen an ad

I know about a particular brand

I'm considering buying a product

I have a positive opinion about a brand / product

I'm planning to buy a product



Example KPI's

View Through Rate	Call center calls
Ad Engagement	Store locator clicks
Brand Awareness	Likes
Conversions	Subscriptions
Traffic from social sites	Comments
Consideration	Forwards
Configurations	Endorsements
App Installs	Ratings
Video Views	Clicks to navigate
Average order value	Offline store visits
% New Users	Content views
Organic Search Traffic	Document downloads
Purchase frequency	Opening time checks
Favorability	Quote requests
Offline Conversions	Helpdesk requests
App Openings	Sample/trial/Test orders
Purchase Intent	Calculator/Test completions
Returning Non-converters	Product reviews
Maps MyBusiness clicks	Product comparisons
Ad recall	Wishlist creations
Total conversion value	Contact info submissions
Page Depth	Account creations
Cross-device conversions	Product stock checks
Registrations	App engagements
Category / Product page traffic	View time
Lifetime value	Information requests



Validate Impact



Ice Lolly + Sharks = Death?

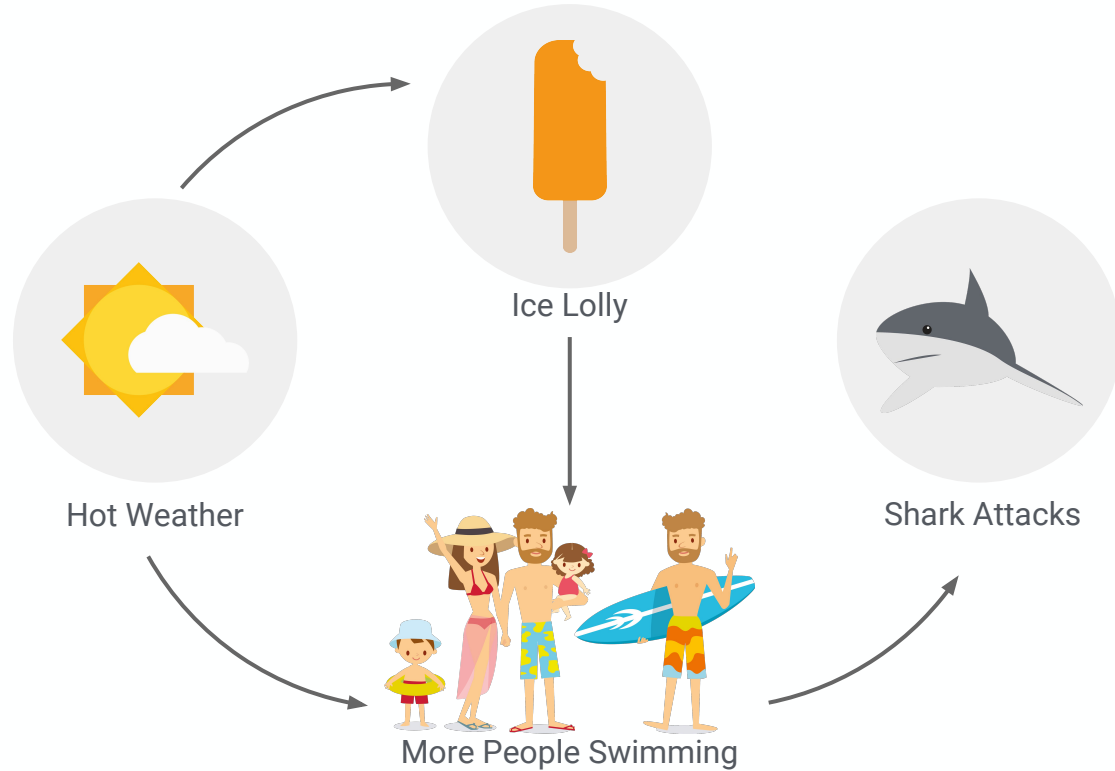


Ice Lolly



Shark Attacks

Ice Lolly is NOT the Enemy!



How to Measure Causal Impact of Changes

Controlled User Experiments



Geographic Split

Paid Search Geo
Marketing Experiments



Cookie Split

Display/YouTube
Conversion Lift



Summary



Focus on the
Right **Metrics**



Choose metrics that align with real business goals, and break down silos

Value your Best
Customers



Measure Customers, not transactions, and focus on your best relationships

Attribute Value
across Channels



Give credit to all of the touchpoints along the Customer journey

Validate
Impact



Use experimentation to uncover the incremental impact of your marketing





Focus on the Right **Metrics**

Have I selected relevant **metrics** and **benchmarks** to measure marketing success?

Do my marketing metrics align with business goals like **revenues and profits**?

How can we break down silos and make teams **jointly accountable**?

Do I have the right **measurement tools** at hand?



Value your Best **Customers**

How much do I really know about my Customers? **Have I defined "Customer" clearly?**

How do I acquire more Customers who resemble my **best existing Customers**?

Do my advertising investments align with today's **Customer behaviour**?

Am I taking advantage of today's technologies like **remarketing and personalisation**?



Attribute Value across Channels

Am I measuring all my Customer **touchpoints**?

What does the full Customer **journey to conversion** look like?

Do I know the **value** of each channel / touchpoint?

Am I applying attribution results to improve my **investment** decisions?

Am I using **pragmatic estimators** to overcome a lack of data?



Validate Impact

Am I relying on **correlations** to make decisions, or can I measure **causal** impact?

Do I know the **incremental value** of each of my media investments?

How can I incorporate **experimentation** to prove the value of my marketing?





Do I have a plan to evaluate the effectiveness of **new marketing channels**?



Measurement Activity



1. Use the measurement checklist
2. Think back about the behaviours and KPI's defined in the previous exercise
3. Formulate actions and learnings that help you build a measurement plan. This plan should allow you to assign (estimated) financial values to the KPI's from the previous exercise
4. Write learnings and actions on post-its and stick them on the download poster

			
<p>Focus on the Right Metrics</p> <p>Have I selected relevant metrics and benchmarks to measure marketing success?</p> <p>Do my marketing metrics align with business goals like revenues and profits?</p> <p>How can we break down silos and make teams jointly accountable?</p> <p>Do I have the right measurement tools at hand?</p>	<p>Attribute Value across Channels</p> <p>Am I measuring all my Customer touchpoints?</p> <p>What does the full Customer journey to conversion look like?</p> <p>Do I know the value of each channel / touchpoint?</p> <p>Am I applying attribution results to improve my investment decisions?</p> <p>Am I using pragmatic estimators to overcome a lack of data?</p>	<p>Value your Best Customers</p> <p>How much do I really know about my Customers? Have I defined "Customer" clearly?</p> <p>How do I acquire more Customers who resemble my best existing Customers?</p> <p>Do my advertising investments align with today's Customer behaviour?</p> <p>Am I taking advantage of today's technologies like remarketing and personalisation?</p>	<p>Validate Impact</p> <p>Am I relying on correlations to make decisions, or can I measure causal impact?</p> <p>Do I know the incremental value of each of my media investments?</p> <p>How can I incorporate experimentation to prove the value of my marketing?</p> <p>Do I have a plan to evaluate the effectiveness of new marketing channels?</p>



Measurements

Key learnings

Actions to take



Focus on the Right **Metrics**



Value your **Best** Consumers

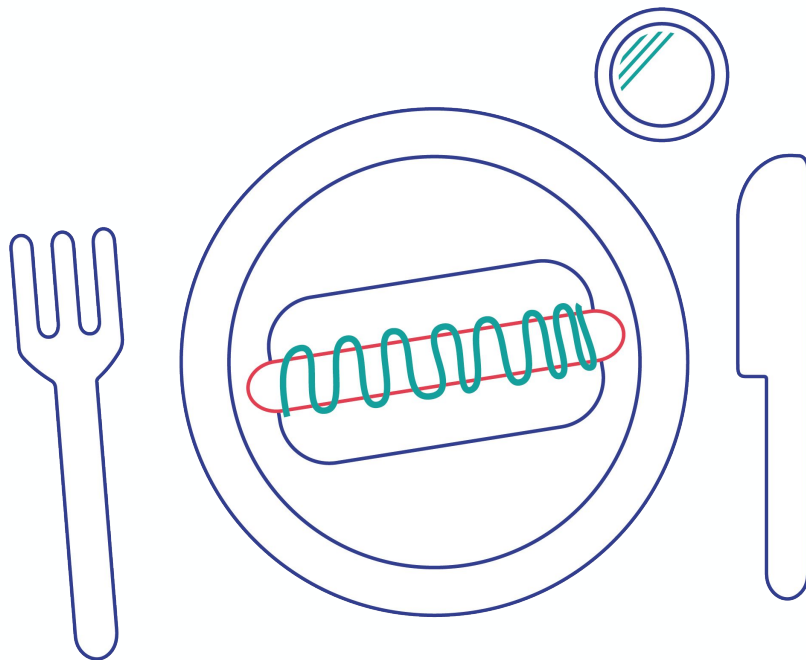
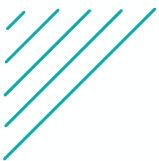


Attribute Value Across Channels



Validate Impact





Lunch





What Makes Mobile Unique?



Sensors



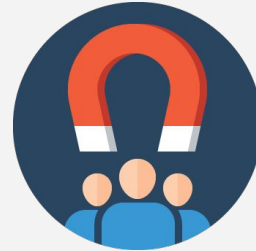
Photo Camera



Motion Sensor



Mic



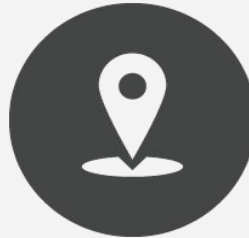
Proximity



Video Camera



Touch Screen



Geo Location

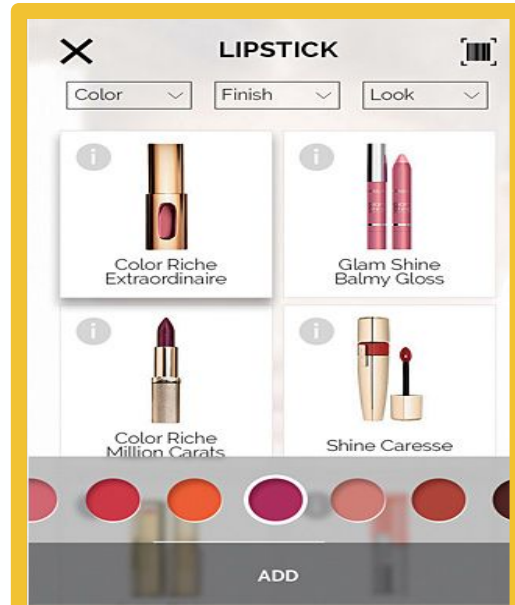
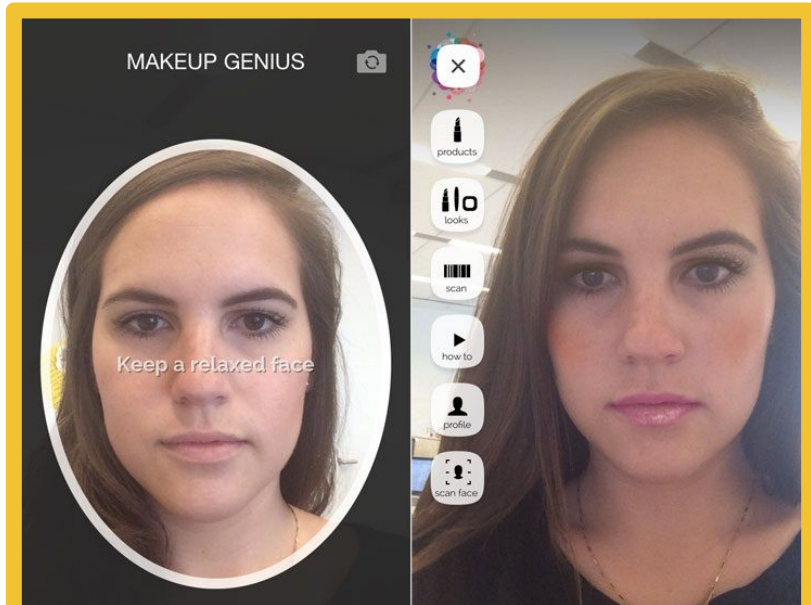


VR

These are the sensors that you can use to whip up the magic!



L'oreal Makeup Genius

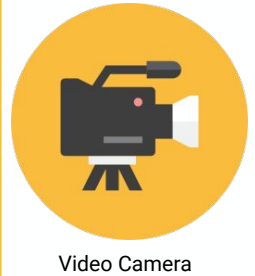
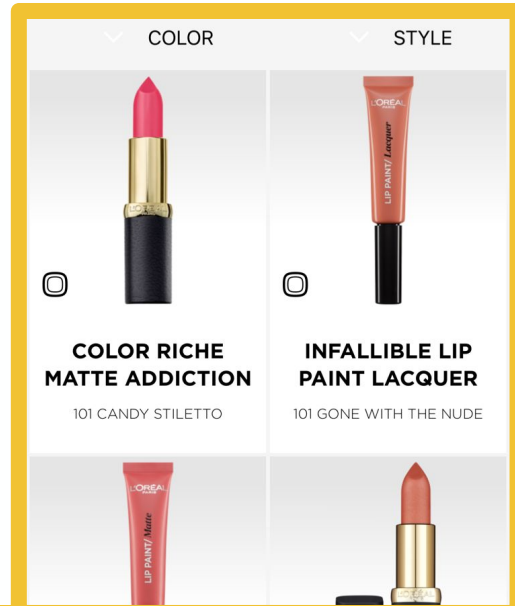
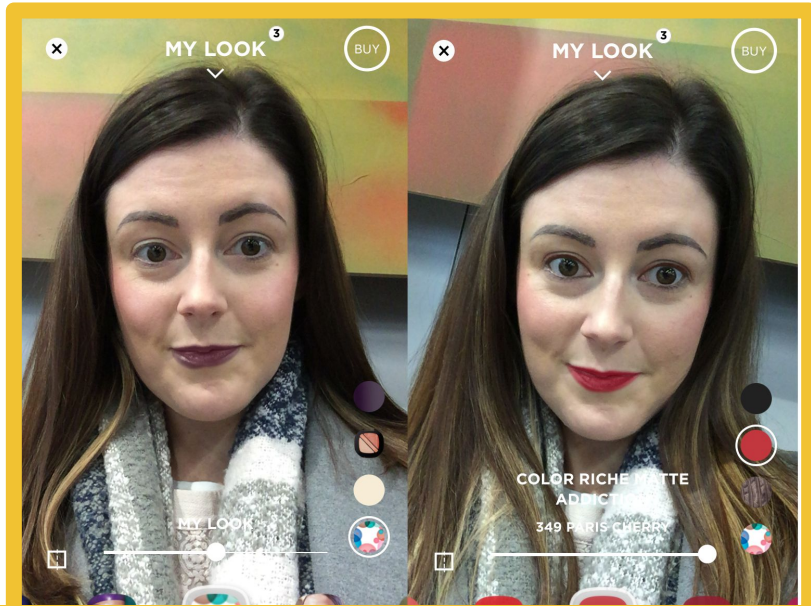


Video Camera

Plots makeup onto real-time video image



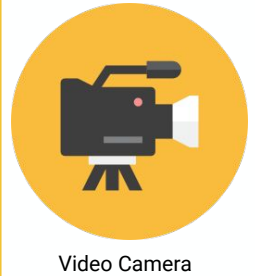
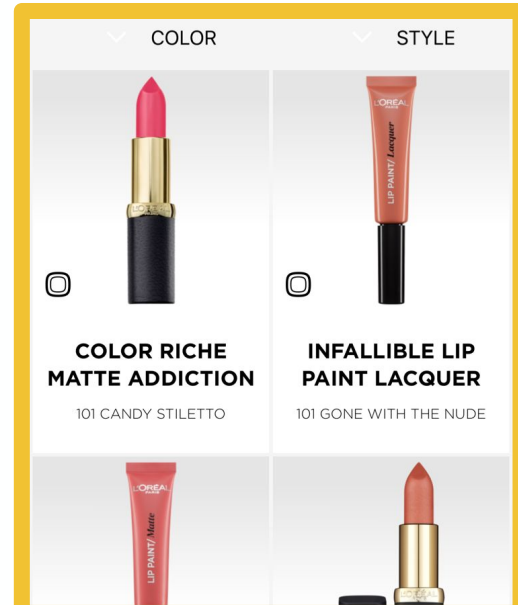
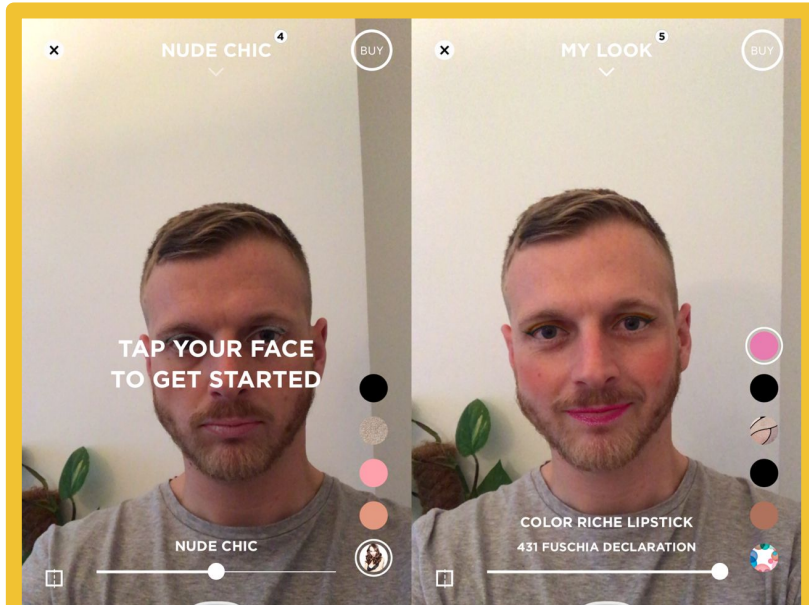
L'oreal Makeup Genius



Plots makeup onto real-time video image



L'oreal Makeup Genius



Plots makeup onto real-time video image



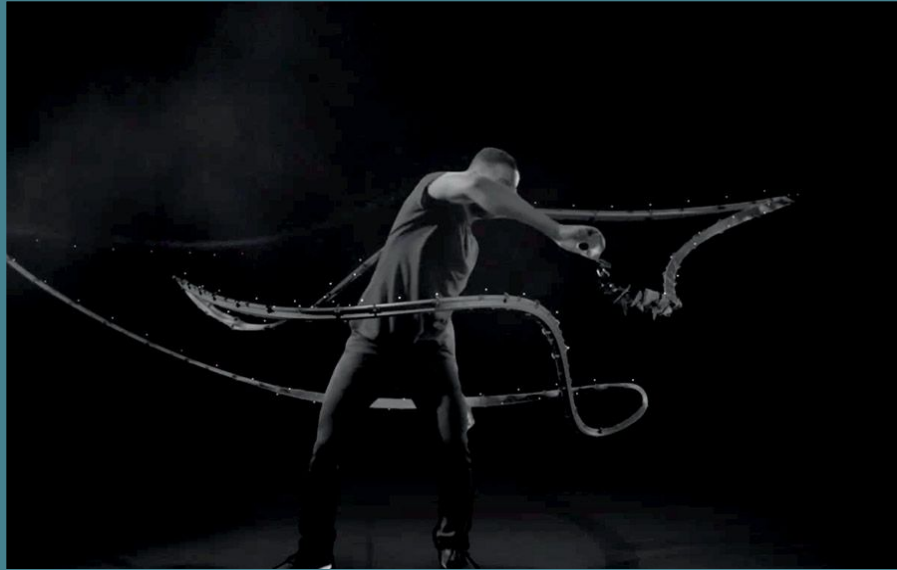


Cajolint

245

Pestis

Kia – 3D Racer App



Motion Sensor

Build your 3D track by moving your phone



Aviva – Discount for Safe Drivers

The image displays three sequential screenshots of the Aviva mobile application interface, illustrating the process of recording a journey and receiving a score based on driving behavior.

GPS (indicated by a location pin icon on the left)

Record your journey (Screenshot 1): The screen shows a "Let's Go!" button and a car icon. A note at the bottom states: "To help score accuracy we advise using a cradle. Be safe, never use your phone while driving."

My journeys (Screenshot 2): Shows the user has just driven 46.6 miles, with 112 miles completed. It features progress bars for 50, 100, and 150 miles. A "Latest badge earned" section shows the "Corner Master" badge for safe smooth cornering. A table below lists completed journeys:

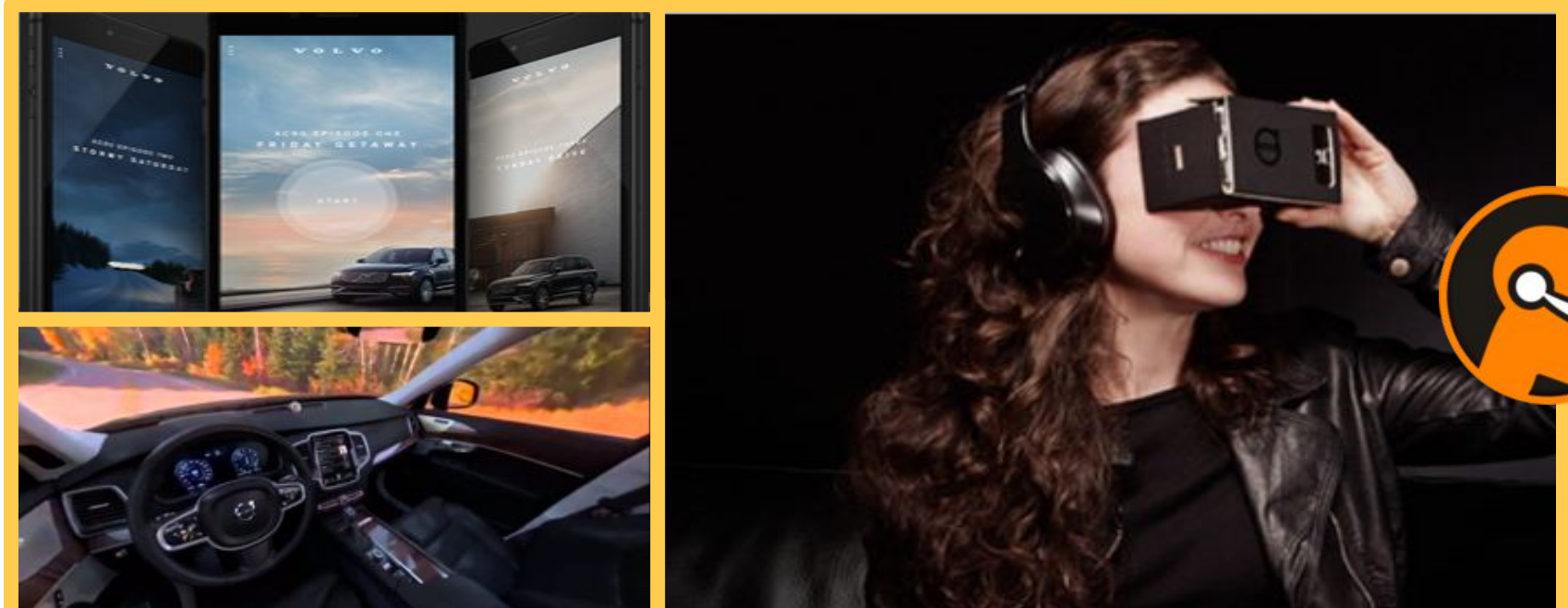
Date	Time	Miles	Score
16/07/2013	00:03:09	46.6	5.0
16/07/2013	00:01:08	18.3	

Your score (Screenshot 3): Shows a score of 9.7 out of 10. A "Motion Sensor" icon is present. A comparison bar shows "YOU" at 4.9 and "AVG" at a lower level. A callout says "Excellent! Great driving. Save up to 20% off comprehensive car insurance." A "Get a quote" button is visible. A note at the bottom asks: "Existing car customer? Give us a call".

Measures driving behaviour through GPS



Volvo XC90 Cardboard



VR

3D test drive with Cardboard

Philips Brush Busters – Toothbrushing Game



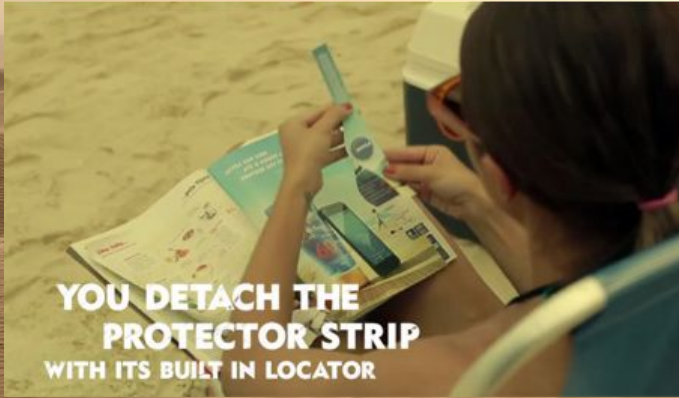
Mic

Captures the sound of the toothbrush in a game



Nivea Sun Bracelet; Track Your Kid

Proximity



Measures kid distance through Bluetooth

The 'Larry-experiment'



Mobile Creative Canvas Activity



Stage 1: Work in Pairs on 1 Micro-moment (15 mins)

Each pair picks one micro-moment

Walk to the wall for inspiration

For each sensor think what you could do with it in that micro-moment

Capture strong ideas on post-its



Stage 2: Work With Your Whole Team on 1 Micro-moment (15 mins)

Share ideas within your group

Agree on one micro-moment with most potential to create an awesome experience

Design an awesome experience using various sensors (draw on your worksheet)



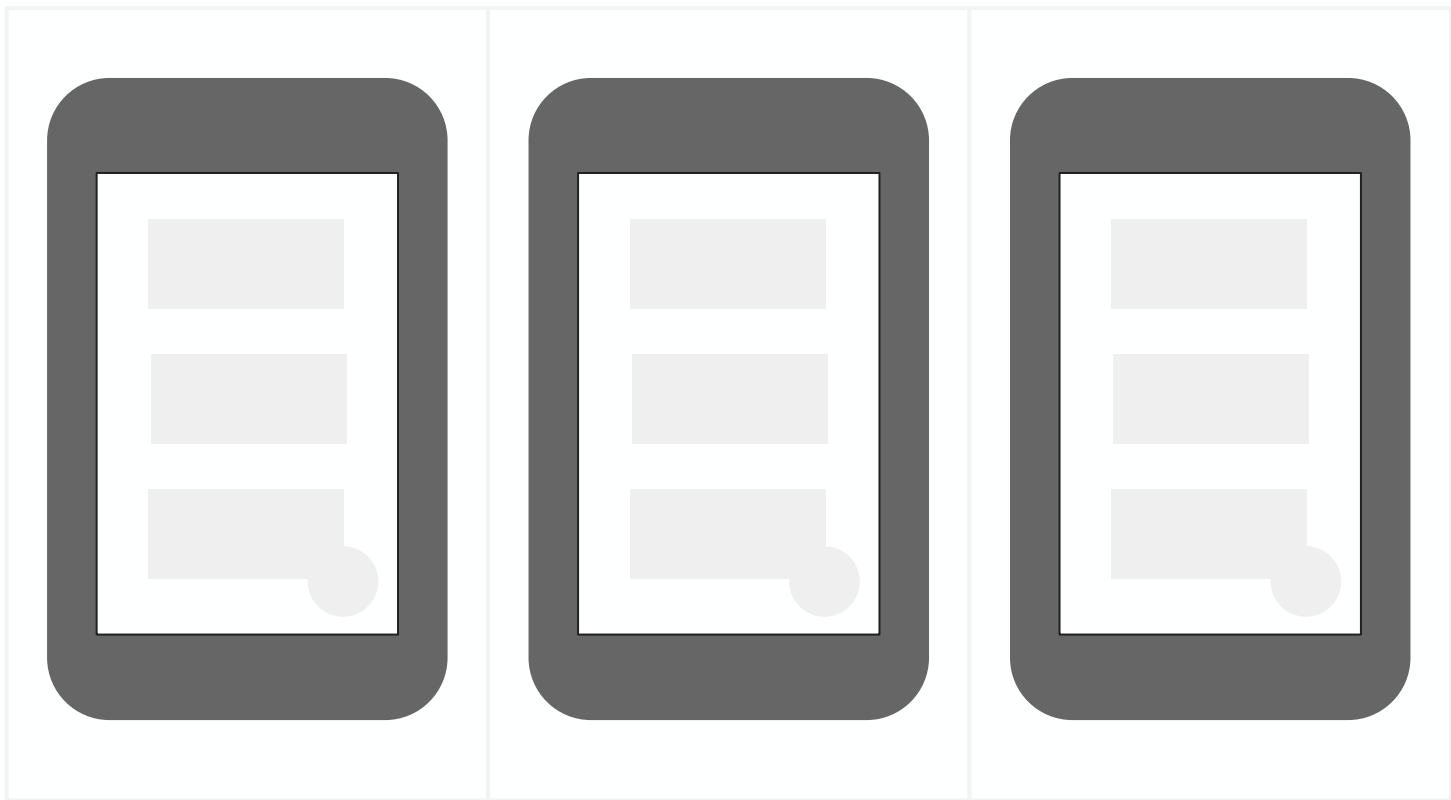
Stage 3: Prepare your Dragon's Den Pitch (5 mins)

Prepare a 1 minute pitch to sell your idea to the Dragon's Den jury

You can use the flip chart to draw if you want (or can use any other tool)



DRAGONS' DEN



		1	2	3	4	5	6	7	8	9	10
		SCORECARD	<p>Meaningfulness for the Customer</p> <p>How meaningful are you engaging in this micro-moment?</p>								
	<p>Use of Unique Mobile Capabilities</p> <p>How well are you using all tech and sensors?</p>										
	<p>Creativity</p> <p>Is it a compelling idea?</p>										
	<p>Feasibility</p> <p>Can it really be done?</p>										
	<p>Brand Fit</p> <p>How well does the idea fit the brand?</p>										
	<p>Pitch Power</p> <p>How well did you sell your idea?</p>										
											<p>Overall Score</p> <div style="border: 1px solid white; width: 40px; height: 20px; margin: 0 auto;"></div>

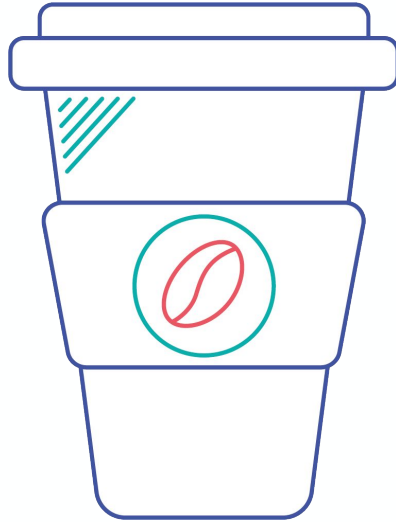
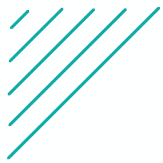


Click here to DOWNLOAD



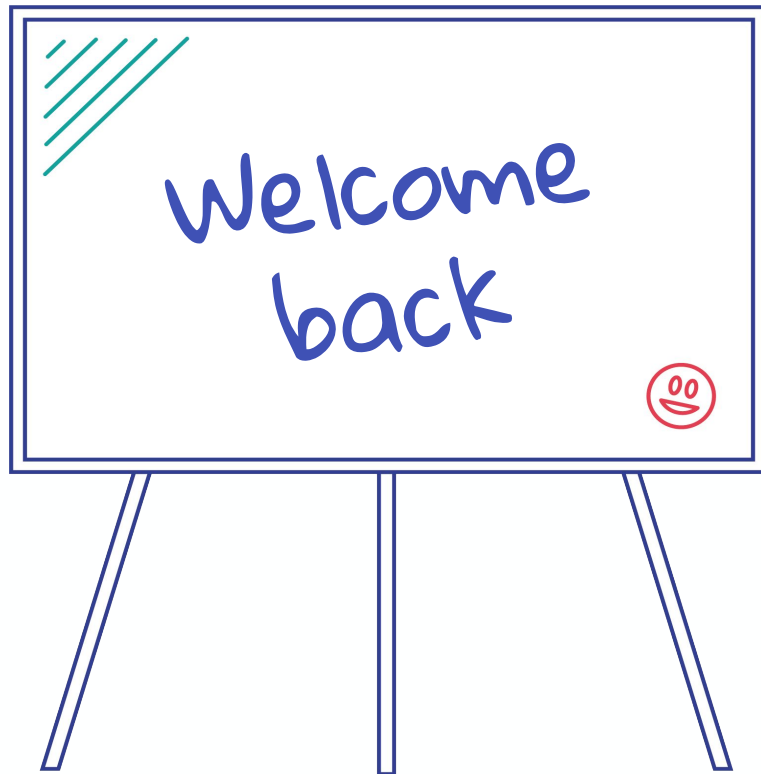
- Are you leveraging the full mobile creative canvas?
- How can you use all sensors to win micro-moments with a mobile experience that you could never have on a laptop or a desktop?





Break





Bringing it Into Your Organisation





Now

Next

Long

Tech

What technology infrastructure must be laid down?

Process

What new activities / processes need to be happening?

People

Which people need to be involved to make this happen?

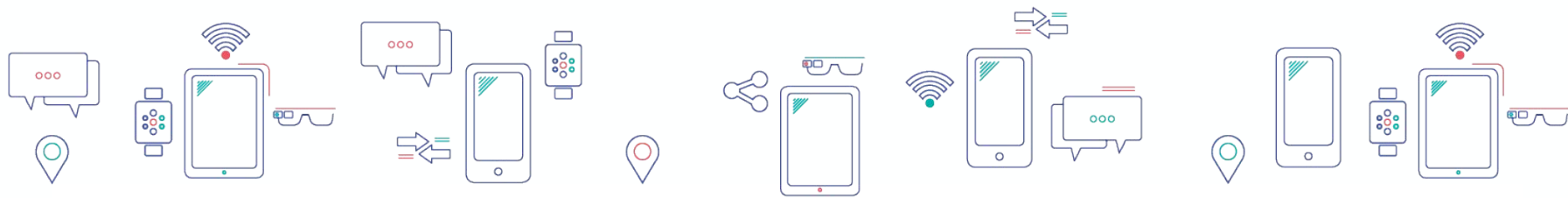
Org

What changes might be required in organisation / partners?



Mobile Masterclass

Round up





Your feedback is *really* important

Pick your survey:



Client

Go to www.macademy17.com
and login with **client1**



Agency partner

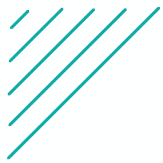
Go to www.macademy17.com
and login with **partner1**



Googler

Go to www.macademy17.com
and login with **googler1**





Next steps...

2017 - Mobile Academy Program

1.

Module 1
Mobile Wake Up

October 10
October 11

2.

Module 2
Mobile Masterclass

November 7 & 8
November 9 & 10

3.

Module 3
Mobile: Build for the future

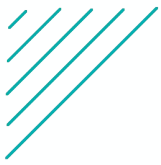
December 5
December 6



Personal Commitments

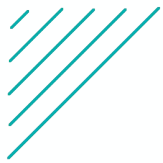


COMMITMENT



See you at Module 3!

5 or 6 December, 2017



Mobile Academy 17

